





The

# CHEMIST AND DRUGGIST

Established 1859

28 Essex Street, Strand, London, W.C.2

Registered as a Newspaper

No. 2823.  
VOL. CXX.

MARCH 17, 1934

Annual Subscription (with  
Diary) 20/- Single Copies 9d.

TRADE MARK

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The increased weight of the Toilet Tablet together with the New Package, backed by National Advertising, has met with an immediate response from the public.

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DEPT. C., NEPTUNE STREET, HULL  
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*Send for samples and literature or display material to the manufacturers, or*

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14 lbs.	@	1/1d.	" "
28 lbs.	@	1/-	" "
56 lbs.	@	11d.	" "
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Manufacturing Chemists

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———the same honest-to-goodness proposition which met with such universal approval last year.

MAKE YOUR CHOICE FROM THE 3 OFFERS DETAILED BELOW, AND  
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**OFFER No. 1** ORDERS VALUE £3. ASSORTED TO YOUR OWN SELECTION will receive BONUS OF 5 X 1/3 SIZE JUNE PERFUME FREE and 1 extra 1/3 size June Perfume for each unit of 12/- over £3 up to £5. Discounts—5% discount is allowed for 14 days' Window Display and a further 5% for cash with order (if desired).

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**IMPORTANT**—These offers definitely close on  
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LARGE SIZE 3s. 6d.

P.A.T.A. 28/- DOZ.

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*Full Show Material on request*

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Imitations have been produced of our Solid Eau de Cologne under similar names and style of packing, closely resembling Frozoclone, in outward appearance only, with the object of misleading the Public. Traders are warned against all such imitations. Proceedings will always be rigorously pursued against all infringements.

**Solid English Lavender** In Wedgwood Blue Frosted Bottles

*Sizes and Prices as Frozoclone.*

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Retail 1s. 9d.

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LONDON, N.W.6

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Packed in strong enamelled decorated tin containers

1-lb. size per doz. 2/10      4-lb. size per doz. 8/9  
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Carriage paid free cases in Gross lots

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Manufacturing Chemists, **LIVERPOOL**





You can safely recommend any product manufactured by the Veno Drug Co. Ltd. with the assurance of customer satisfaction. Every sale of these well tried lines commands a repeat.



Write for terms and display material to the

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A quality article of any description, providing it is at a reasonable price, will always command a ready market. Translate the word quality to unrivalled therapeutic efficiency—back it up with a reputation of over 30 years' standing—and you have the three VENO products. Figures prove that these lines are definitely among the "best-sellers" in the trade; an extensive advertising appropriation keeps them constantly in the public eye. Custom is passing your door if you don't push these quick-selling profit-earning products—look to your stocks NOW!

**PHENSIC** It is not often that a new line has such a successful introduction or as promising a future as **PHENSIC**, the great new Pain-Killer. Already it is well on the way to becoming a "best seller." It is backed by forceful advertising now appearing in the National and Provincial papers . . . it is a line so remarkably efficacious that a first customer becomes a permanent customer. Don't delay. The demand is rising. Write for stocks to the sole selling agents:—



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A SOAP YOU CAN SELL TO EVERY CUSTOMER

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THE ORIGINAL  
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AN EFFICIENT ANTISEPTIC SOAP  
FOR GENERAL TOILET USE  
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**NEKO**  
Germicidal  
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THE SAFETY FIRST  
SOAP

"NEKO" has so many uses that every customer who enters your pharmacy is a potential buyer. It can be offered as a:—

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- Parasiticide,
- Foot Soap,
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Almost every sale of "Neko" means an additional sale, e.g., it may be sold *with* a dandruff lotion, *not instead* of it.

There is a good profit in "Neko," and it is exclusive to pharmacists. Special terms will be sent on request.

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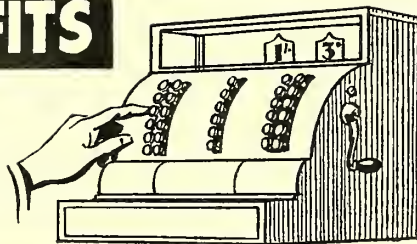
## WE RING THE BELL OF PUBLICITY . . .



Continuous National Advertising throughout the country creates new customers all the time. Satisfied users through recommendation are creating thousands more. Display Moorlands on your counter and in your window and so get the full benefit of our National Advertising. To display is to sell.

*There is no other 7½d. Nationally advertised article, selling in such quantity as Moorlands, which yields anything approaching the same percentage of profit.*

## YOU RING THE BELL OF PROFITS



*The Public  
will have*

# MOORLAND

BRAND

## INDIGESTION TABLETS

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**RICHEST IN VITAMINS**  
*Biological Tests have  
 proved that*



**SOUTHALLS**  
**"A1"**  
**COD LIVER OIL**  
*contains*  
**VITAMIN "A"**  
*to*  
**6 times the  
 required standard**

*A copy of the official certificate  
 is affixed to every bottle*

## PRICES

P.A.T.A. - - - 10d., 1/3, 2/3, 4/-,  
 per bottle

6/3, 9/3, 16/-, 28/6,  
 per dozen

1 Gross 8 oz. 5/9, 8/9, 15/-, 26/6,  
 (or the equivalent) per dozen

7/6 Gall. in W.qts. 7/3 12 W.qts.  
 7/- 36 W.qts.

SOUTHALL BROS. & BARCLAY LTD.  
 PRIORY HOUSE BIRMINGHAM

**SOUTHALLS**



# ANNOUNCEMENT

## MONTSERRAT

### LIME FRUIT CORDIAL

We have pleasure in announcing that we have now been appointed Sole Consignees for Montserrat Products.

For nearly half a century Montserrat Lime Fruit Cordial has enjoyed a reputation as the original Lime Fruit Cordial.

Montserrat Lime Fruit Cordial is prepared from limes specially grown on the Island of Montserrat, British West Indies, by the Montserrat Co. Ltd. It is of extra strength, ready sweetened and non-alcoholic.

#### PRICE LIST

(GREAT BRITAIN AND NORTHERN IRELAND ONLY)

Large size bottles, retailing at 2/- . . . . 19/6 per doz.

Carriage paid, packed in non-returnable cases of one dozen.

Prices for quantities on application.

Orders will be dealt with  
through your usual wholesale  
suppliers.

#### A FREE GIFT OFFER

As an introduction, we are offering, for a limited period only, 12 GREEN GLASS TUMBLERS FREE with every order for one dozen 2/- size bottles of Montserrat Lime Fruit Cordial, and pro rata (minimum order 1 dozen).

Attractive Display Material is also included so that you may announce boldly the gift of the Green Glass Tumbler with every 2/- bottle of Montserrat Lime Fruit Cordial.

The glasses will be sent carriage paid with your order.

#### PLEASE USE THIS APPLICATION FORM

To: **A. C. FINCKEN & CO., 197, GT. PORTLAND STREET, LONDON, W.1.**

Sole Consignees: Montserrat Products · "Force" · Fels-Naptha · Dromedary Products.

*Please send me full particulars of the Free Gift Offer of Glass Tumblers with Montserrat Lime Fruit Cordial.*

Your Name.....

Your Address.....

.....





# Beauty — Art — Novelty

*are combined with Utility in the latest creations in*

## Soap Perfumery

*Manufactured by*  
**MIDGLEYS of MANCHESTER**  
 Originators of Unique Soap and Perfumery Novelties

HER MAJESTY THE QUEEN EXPRESSED HER ADMIRATION OF THESE  
 WHEN VISITING THE BRITISH INDUSTRIES FAIR AND PURCHASED  
 QUANTITIES OF THE LINES ILLUSTRATED



Midgley's Novelties are now a source of increasing interest to buyers of all ages. They are equally intriguing to young and old — the lines for kiddies are a positive delight. Grown-ups find in others an originality most compelling.

Midgley's Soap Novelties are definitely leading the Soap Industry in this section of the trade. They are sold throughout the World and admired as freely in New York as in Paris and Vienna.

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**CHARLES MIDGLEY LTD.**

Soap Perfumery Specialists, MANCHESTER, England.

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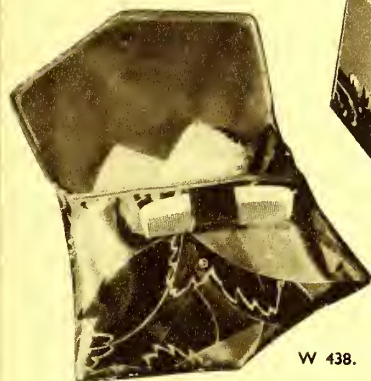


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"WATERSPRITE"  
FACE CLOTHS MAY BE  
HAD INDIVIDUALLY  
CELLOPHANE WRAPPED  
AT THE SLIGHT  
ADDITIONAL CHARGE  
OF 6d. PER DOZEN.



W 438.



## Watersprite

### FACE CLOTHS

MADE IN ENGLAND

The knitted Face Cloths which grow in popularity every day. Made in various sizes and styles at prices ranging from 3/- to 11/3 per dozen.

Packed in counter display cartons of 2 dozen or 1 dozen as illustrated.



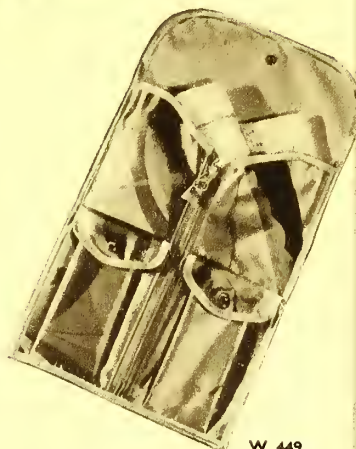
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W 4

**Portia**  
Regd.

SPONGE  
BAGS &  
TRAVELLING COMPANIONS



W 449.

The styles shown are but a few from our extensive new season's range.

FULLY ILLUSTRATED PRICE LISTS ARE NOW READY.

Send a post card for your copies to-day, and be early in the field with these Solport winners for Spring and Summer trade.



# ARNAUD'S

*Elegant*

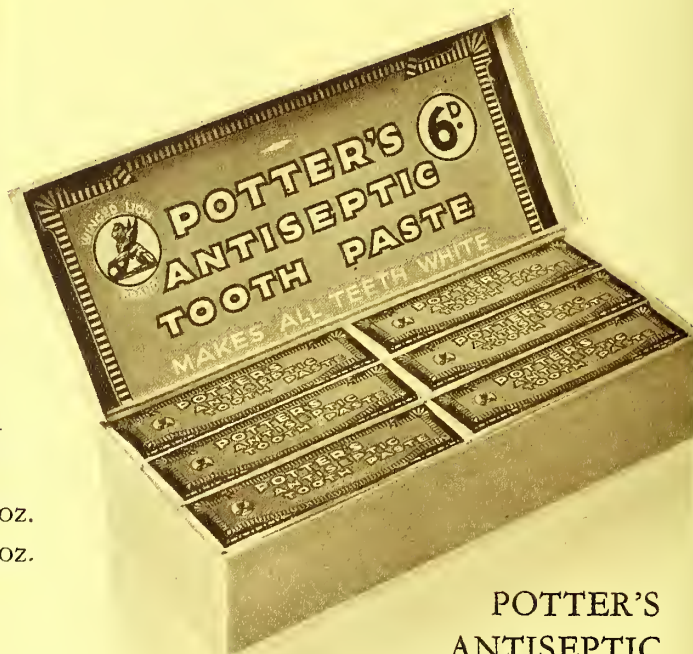


## LIDO SUN-TAN OIL

*(for preventing sunburn and imparting a natural tan to the skin)*

6d. bottle 4/- doz.

10½d. bottle 7/6 doz.



## LIDO SUNBURN LOTION

*(for alleviating sunburn)*

6d. bottle 4/- doz.

10½d. bottle 7/6 doz.



## POTTER'S ANTISEPTIC TOOTH PASTE

*(an ideal dentifrice)*

6d. 4/- doz.

# Potter &

60-64 ARTILLERY LANE

'Phone: BISHopsgate 4761 {5 lines}.

Manchester: 77 Dantzic St., 4.



★ SUN-TAN OIL ★ SUNBURN LOTION ★ PINE TAR SHAMPOO ★ SLEEPY PILLOWS  
★ ANTISEPTIC TOOTH PASTE ★ SLIPPERY ELM SHAVING STICKS ★ HAIR CREAM

# Toilet Preparations

ARNAUD'S PINE  
TAR SHAMPOO

6d. bottle  
1/- doz.  
10 1/2d. bottle  
1/- doz.



CASSONA  
HAIR CREAM

(a hair fixative which  
is not sticky)

2-oz. 9d. bottle  
4/6 doz.  
4-oz. 1/3 bottle  
7/- doz.



THE SLEEPY PILLOW

*contains English Hops, and Soothing  
Fragrant Herbs for sleepiness.  
Induces natural sleep.*

Retail 5/6  
3/9 each.



POTTER'S  
SLIPPERY ELM  
SHAVING  
STICKS

(a unique shaving stick  
— a wonderful emollient  
— a pleasure to use)

10 1/2d. (as illus.) 7/6 doz.  
Refills 7 1/2d. 5/- doz.  
(in cartons)



# Clarke

LTD.

LONDON, E.1

Telegrams: Horehound, 'Phone, London.

'Phone: BLAckfriars 8734. Telegrams: Horehound, Manchester.



1 9 3 4



DESIGNS



**THE INTERNATIONAL BOTTLE CO. LTD**

48, FORE STREET, LONDON, E.C.2

'Phone : Met 6161 (4 lines)

'Grams : "Autrefois, Telex, London"





# Buty-Tone

**Aids to Loveliness  
at 2/- each  
one price only**

THIS NEW BEAUTY SERIES IS NOW BEING  
NATIONALLY ADVERTISED, AND CATERS  
FOR A DEFINITE DEMAND

*Both Pack and Show Material are Exceptional*

**WE ARE OPEN TO APPOINT FURTHER AGENCIES**

**WRITE FOR BUTY-TONE GRAMOPHONE RECORD  
FREE ON REQUEST**

## robel ltd

**EAGLE HOUSE, JERMYN STREET,  
LONDON, S.W.1.**

PHONE: WHITEHALL 8633.





REGISTERED  
**UGB**  
 TRADE MARK

*The*  
**Perfect Pair**

TO BEAUTIFY and SELL YOUR PRODUCT

OPAL POTS of unexcelled quality—Clear crystal white flint PERFUME and TOILET WATER Bottles complete with moulded KORKALITE Screw caps in attractive colours. U.G.B. products stand foremost in quality and glass packaging design.

**UNITED GLASS BOTTLE**  
 MANUFACTURERS LIMITED

The Largest Manufacturers of Glass Bottles in Europe.  
 40-43, NORFOLK STREET, STRAND,  
 LONDON, W.C.2

Telephone:  
 TEMPLE BAR 6680 (10 lines).  
 Telegrams:  
 "Unglaboman, Estrand,  
 London."

**GLASS BOTTLE MANUFACTURED BY**



# THE . FOUR-PURPOSE . POWDER . BOX

*Chic-pak*

- ★ UNSPILLABLE
  - ★ FOR TRAVELLING
  - ★ FOR DRESSING-TABLE
  - ★ RETAINING ODOUR
- MADE IN 6 COLOURS



**2/6**

RETAIL



This attractive cut-out Showcard in Black and Silver available with all orders.

4 SIZES

All Standard Powder Boxes fit into CHIC-PAC

Patentees:

**C. KEITH THOMAS LTD.**  
INDIA WORKS, WEMBLEY, MIDDLESEX.

Enquiries to

SOLE SELLING AGENTS:

**J. GAW**

65, HATTON GARDEN, LONDON, E.C.1.

'Phone: HOLborn 2859.



The Book that every Chemist must have

# PHARMACEUTICAL FORMULAS

## Vol. II

THE CHEMIST'S RECIPE BOOK

Over 1,000 pages

Bound in Dark Blue Cloth, Gilt Lettered. Uniform with Vol. I.

Price **15/-** by post **15/9**

*containing*

FORMULAS FOR ADHESIVES, BEVERAGES,  
CLEANING MATERIALS, CULINARY AND  
HOUSEHOLD REQUISITES, HORTICUL-  
TURAL AND AGRICULTURAL PREPARA-  
TIONS, INKS, LOZENGES, PERFUMES,  
PHOTOGRAPHIC PREPARATIONS,  
POLISHES, SOAPS, TOILET ARTICLES,

VARNISHES, VETERINARY PREPARATIONS,  
ETC., INCLUDING NUMEROUS DESCIP-  
TIONS OF PRACTICAL METHODS  
EMPLOYED IN THEIR MANUFACTURE,  
AND OTHER INFORMATION OF  
USE TO PHARMACISTS AND  
MANUFACTURERS

PUBLISHED AT THE OFFICES OF  
**THE CHEMIST AND DRUGGIST, 28 ESSEX STREET, STRAND, LONDON, W.C.2.**

Telephone No. : CENTRAL 6565 (8 lines)

#### BRANCH OFFICES

4 CANNON STREET, MANCHESTER (TEL. : BLACKFRIARS 3052)

19 WATERLOO STREET, GLASGOW (TEL. : CENTRAL 2329)

52 CARRINGTON STREET, SYDNEY, N.S.W.

54 FOSTER'S BUILDINGS, HIGH STREET, SHEFFIELD (TEL. : 22458)

155 AVENUE DE WAGRAM, PARIS, XVII<sup>e</sup> (TEL. : GALVANI 19-79)

372 FLINDERS LANE, MELBOURNE AUSTRALIA

55A SHORTLAND STREET, AUCKLAND, N.Z.





*Constantly advertised—  
well worth displaying*

## VELOUTY THE ORIGINAL de DIXOR COMBINED CREAM AND POWDER

*Made in five shades: White, Ivory, Natural, Ochre, and  
Soleil Doré (Sungold)*

**Soleil Doré**—the shade for the Sunburnt Complexion—  
should now be stocked.

			Retail.	Wholesale.
Tubes	No. 1	.. ..	4½d.	3/- per dozen.
	No. 2	.. ..	6d.	4/- "
	No. 3	.. ..	1/-	7/- "
	No. 4	.. ..	2/-	14/- "
	No. 5	.. ..	3/-	22/- "
Pots	Glass	.. ..	2/9	21/- "
	de Luxe (unbreakable)		4/6	36/- "
	Handbag (unbreakable)		1/3	10/- "

## CRÈME DIXOR

*A day cream made in White only*

Tubes	Small	.. ..	6d.	3/- per dozen.
	Medium	.. ..	1/-	7/- "
	Large	.. ..	2/-	14/- "
	Super	.. ..	3/-	22/- "
Pots	Glass	.. ..	2/9	21/- "
	de Luxe (unbreakable)		4/6	36/- "

## IRIDIUM de DIXOR

*A skin tonic and liquid beautifier*

Bottles	Small	.. ..	2/6	18/- per dozen.
	Large	.. ..	5/6	39/- "

*Press Advertising now proceeding.*

## EAU DIXOR

*A liquid depilatory, for use on the arms and legs*

Bottles	Small	.. ..	1/-	8/- per dozen.
	Large	.. ..	3/6	27/- "

## DIXORASE

*A cream depilatory for use on the face*

Tubes	Small	.. ..	1/-	7/6 per dozen.
	Large	.. ..	2/6	18/- "

*Dependable depilatories in growing demand.*

*Send for show material to*

**DIXOR LTD., Danemere St., LONDON, S.W.15**

LONDON

# DIXOR

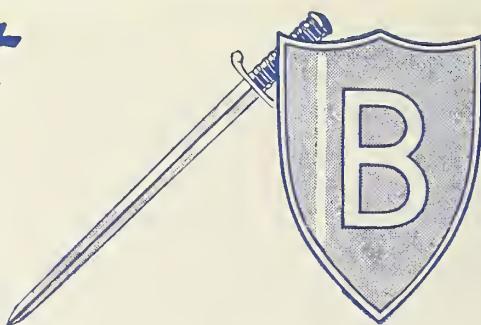
PARIS

## BEAUTY PREPARATIONS



# Right is Might

Sheer force of weight alone will not win the commercial battle to-day. For longstanding success certain principles must be rigidly adhered to—as they are in the Brylcreem policy. Firstly, Brylcreem is absolutely right in quality and price; in 1934 greatly increased Advertising will appear for Brylcreem; new and still more novel display material and printed matter will be available and the sales of Brylcreem will continue to rise as hitherto—rapidly and consistently. In ordering Brylcreem 'to capacity' and displaying it well, the Trade can rely upon the fullest support of the County Perfumery Co. to maintain for them that success which makes Brylcreem such a first-class line.



**Brylcreem is the most widely advertised hairdressing, and shows the biggest profit to the Trade.**

## BRYLCREEM

*The Perfect Hair Dressing*

The County Perfumery Co., Bradford Street, Birmingham, 5

### "169"

#### The Cream with Unique Qualities

For years scientists have been experimenting with Ultra Violet Ray but it is only recently that the extraordinary benefits derived from the Ray have been appreciated by Beauty Experts. We are now offering to the Public a Face Cream containing the wonderful properties of

#### ULTRA VIOLET RAY

which has remarkable rejuvenating qualities.

THIS NEW LINE HAS QUICKLY ESTABLISHED ITSELF AND PERSISTENT ADVERTISING WILL HELP YOU TO MAKE READY SALES. SINCE ITS ENTHUSIASTIC MENTION BY BARBARA BACK IN A RECENT ISSUE OF "THE DAILY MIRROR" OUR SALE OF THIS LINE HAS BEEN PHENOMENAL.

Order now and be ready to meet the demand.

PRICES 2/6, 4/6, 8/6 & 17/-

Trade Terms 33 $\frac{1}{3}$

FROM ALL WHOLESALERS.

CLADYS COOPER'S BEAUTY PREPARATIONS (LONDON) LTD.  
121A HAMPSTEAD ROAD, N.W.1.

### "VAREEN"

#### LIQUID NAIL POLISH



#### NAIL POLISH

1/- size	..	7/6 doz.
1/6 "	..	10/6 "
2/6 "	..	16/- "

#### POLISH REMOVER

1/- size	..	7/6 doz.
1/6 "	..	10/6 "

#### CUTICLE CREAM

1/- size	..	7/6 doz.
1/6 "	..	10/6 "

#### Favourite Colours :

Natural, Rose, Pale Coral, Coral Pink, Deep Rose, White, Brilliant Rose, etc.

(FROM YOUR WHOLESALER)

#### VAREEN LTD.

86 PORTOBELLO ROAD, LONDON, W.11

Telephone No. : PARK 9951



# Advertising

Announcing the only beauty culture based on simple, natural, logical methods . . . the use of lotions instead of creams.

## Palmyre

Designed to bring new customers into your shop . . . new profits into your till.

## Rothschild's

Tie up with it. Stock the line. Use the attractive display material we have prepared for you. Get in touch with us TODAY.

FULL PAGES  
THROUGHOUT  
THE YEAR IN  
TATLER,  
VOGUE,  
WOMAN'S  
JOURNAL, ETC.

### LIQUID BEAUTY CULTURE

TELEGRAMS:  
SADKO, WESDO,  
LONDON.

SADKO BEAUTY PREPARATIONS LTD.  
475 OXFORD ST., MARBLE ARCH, LONDON, W.1

TELEPHONE:  
MAYFAIR 2757

A A \*\*





They're  
all  
looking  
for

**ANZORA**

The only Gold Medal Hair Cream

let them  
see it  
in your  
window



THERE are millions of men using Anzora. Make a display of it in your windows and you're bound to catch the eye of many who need another bottle. There's no better seller—and no easier seller—than Anzora. Our advertising is continually adding fresh recruits to the great army of satisfied Anzora users. And remember—the original is always preferred to the imitation.

**ANZORA WAVE  
SETTING LOTION**



All the ladies will want this new setting lotion that keeps the waves in place. Backed by the Anzora name and advertising it's bound to be a big seller. Retail at 6d. and 1/3

**TRADE TERMS**

**Cream and Viola**

8/- dozen Retail at 12/-  
12/- dozen Retail at 18/-  
20/- dozen Retail at 30/-

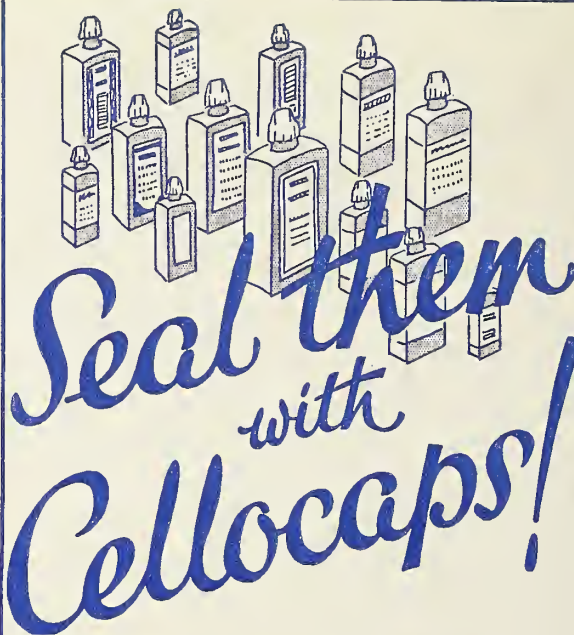
**Brilliantine**

8/- dozen Retail at 12/-

**ANZORA**

**MASTERS THE HAIR**

ANZORA PERFUMERY CO. LTD., LONDON, N.W. 6



**THE SELF-FITTING &  
SELF-SEALING VISCOSE  
BOTTLE CAPSULE**

Suitable for any form of cork or stopper and for all sizes of bottles, CELLOCAPS are the most perfect method of sealing. Being applied in a wet state they shrink on drying, and conform automatically to the contour of bottle and stopper necks. CELLOCAPS are available in all colours, transparent and opaque, and customers' colour schemes can be matched.

They prevent evaporation and loss of odour, and resist spirits, oils and fats.

**SEALING RINGS**

Pre-eminently useful for securing screw-on tops—prevents loosening during transit. Gives that additional security at small cost, that makes a completely satisfactory job at small extra cost. Prices approximately half that of CELLOCAPS.

*Orders of 5 gross and upwards will be packed and delivered free within the British Isles. Larger sizes than those shown above can be supplied, if required.*

Prompt Deliveries.

Special Terms for Large Contracts

BRITISH MADE by

**MODERN CHEMICAL PRODUCTS LTD.  
ORCHARD WORKS, YIEWSLEY, MIDDLESEX**

Telephone: West Drayton 345

**CELLOCAP S**



# BRONNLEY'S ENGLISH FERN

Series of Toilet Preparations



## BRONNLEY'S ENGLISH FERN

COLOSSAL SOAP  
No. 1015/3  
40/- per doz. boxes of 3  
5/- per box retail

DUSTING POWDER  
No. 766  
21/- per doz.  
3/- each retail

BATH SOAP  
No. 1007  
76/- per gross  
9½d. per tablet  
4/6 per box of 6  
TOILET SIZE  
40/- per gross 6d. each

BATH ESSENCE  
No. 901/1  
32/6 per doz.  
4/6 each retail  
No. 901/2  
54/- per doz.  
7/6 each retail

BATH CRYSTALS  
18/- per doz.  
2/6 each retail  
28/- per doz.  
3/6 each retail

Prompted by the success which our English Fern odour has achieved, we now offer a complete and exclusive range of Soaps and Toiletries in the English Fern Perfume. We invite your kind co-operation. Specially favourable terms for initial order and window display upon request.

**BRONNLEY**  
L O N D O N

# LA REINE DES CRÈMES

SPECIALITIES OF DISTINCTION AND REPUTE

## FACE CREAMS

LA REINE DES CRÈMES — *THE QUEEN OF CREAMS.*  
 LA REINE DES CRÈMES (Red Band). Special for greasy skins.  
 LA REINE DES CRÈMES — (Green Band). Unscented.  
 MOUSSE DE FLEURS — all flower perfumes.  
 VELOUTÉ DE PÊCHE — white or salmon.

## FACE POWDERS

LA REINE DES POUDRES  
 FLO — a most popular 6d. line.

## COMPACTES

LA REINE DES CRÈMES POWDER — Two sizes. Refills.  
 LE ROUGE DE FABO. FARD — One size. Six shades. Refills.

See our advertisements in the PROVINCIAL PAPERS

Full particulars from your wholesaler

**J. LESQUENDIEU, Mount Pleasant, ALPERTON, WEMBLEY, MIDDX.**

*"Every month a bigger jump in sales"*

This is what you'll hear from chemists all over the country who push Snowfire Cream. What a marvellous seller this popular Vanishing Cream is—always making new customers, never losing the old ones. Stock and display Snowfire Cream—be certain of easy sales and big profits.

**Snowfire**  
 vanishing  
**Cream**



Handbag Containers 3d.  
 Dainty Tubes 6d. (Retail)  
 MANUFACTURED BY  
**F. W. HAMPSHIRE & Co. Ltd.,**  
 Sunnydale, Derby.

## SPHERE SUPERB POWDER PUFFS

British  
 Made



IN ATTRACTIVE DISPLAY BOX (2 Doz.) 5/6

Lustrous effects in soft Pastel colours. Assorted sizes, 2", 2½", 2¾" and 3¼", six of each size to the 2 doz. box. The material is a lovely Silkiedown Velour. Each Puff in neat sealed Cellophane wrapping.

PLEASE WRITE FOR SAMPLES AND PRICES

**FAIRE BROS & CO. LTD., LEICESTER**



# OUR EASTER NOVELTY *Evening in Paris*

The most profitable window attraction for Easter is "Evening in Paris" perfume and toiletries. Every feminine aid to beauty is in this series... the latest lines include a compact in powder and rouge tints to sell at 1/-, and a delightful powder-cream at the same price. A big advertising campaign is now in progress — sales are mounting higher than ever.

Do not miss our EASTER NOVELTY. Order now, supplies are nearly exhausted.

## BOURJOIS LTD.,

Head Offices, Factory and Laboratories:  
QUEEN'S WAY, CROYDON, SURREY.

Showrooms:  
Standbrook House, 2-5, Old Bond St. W.1



### EASTER NOVELTY

Easter Egg in blue, red, green or orchid containing bottle of "Evening in Paris" perfume. Catalogue No. 1277

Trade Price 12/- per dozen.

RETAIL PRICE 1/6 EACH

# BOURJOIS



# THE ORIGINAL AND ONLY MATT FINISH POWDER by L. T. PIVER



## Poudre MATTEVER

This unequalled powder was *specially made* to ensure the much desired matt complexion. Your feminine clientele will know that this is *not* an old fashioned powder with up-to-date claims. Remember POUDRE MATTEVER *created* the vogue. Its extensive advertising prompts the first demand and its unimpeachable quality ensures repeat orders.

Sold in one size only, 1/3 a box, at 10/- per dozen, in 9 shades. **Special terms given for Window and Counter Displays.**

©   ©   ©

## Parfum MATTEVER

was made to meet the special demand of *English* women who found the fragrance of the powder so delightful.

Prices : 1/9, 3/- and 4/- per bottle (trial size 1/-).

©   ©   ©

**Parfumerie**  
**L. T. PIVER**

*Sole Concessionaires  
for the United Kingdom*  
**PARSCENT LTD.,**  
Duke's Road,  
Western Avenue,  
London, W.3.



# VISKAPS



The ORIGINAL VISCOSE BOTTLE CAPSULES ensure security, hygiene and an attractive finish to every bottle. VISKAPS seal and mould themselves to the contour of almost any bottle and stopper. Supplied in Wet or Dry form.

VISKAPS can be printed with lettering or design in fast ink.

VISKAPS can be dyed to suit any colour scheme.

VISKRINGS are similar to VISKAPS except that they leave the top of the closure open, thereby allowing any printing or device to be seen.

THE VISCOSE DEVELOPMENT CO., LTD., BROMLEY, Kent



# MY BEAUTY ADVERTISING

## IS GOING TO GET RIGHT UNDER WOMEN'S SKINS

### SAYS JANE SEYMOUR

● "I feel very strongly that all this 'lovely-lovely' talk about beauty is played out," says Jane Seymour, whose exclusive beauty preparations are just becoming available to retailers. "My advertising is not going to echo that old, old refrain about 'rose-petal complexions' and 'radiant beauty.' In the campaign which I am about to launch in the fashionable women's magazines, I'm striking out on a line of my own!

● It's based on my firm conviction that women are not nearly so silly or so credulous as most advertisers seem to think. My advertisements are going to take the form of frank, sensible talks, written with such a penetrating understanding of the way women really *do* think and feel about their looks, that every woman who reads them will exclaim 'But that is what I do! This is me!'

● Can any woman resist an appeal which seems to be designed for her alone? I don't think so! Don't disappoint the curiosity that will be aroused. Stock Jane Seymour preparations. They are planned with all the skill and knowledge that modern beauty science has discovered. They are good and pure—and what I promise they will faithfully perform. Stock them—and you will find they make friends among old customers and bring you new ones. Write for terms and particulars quickly. My advertising starts in April and I want you to have all possible benefit from it."

**JANE SEYMOUR BEAUTY PREPARATIONS**

23 Woodstock Street Bond Street W1

# Two good selling lines

— Always in demand—Nationally advertised —

## NUPERM WAVE SET



A necessity for the modern woman. Non oily—Contains no gum. Does not break the hair. Packed in handsome screw topped bottles. A very attractive line at a popular price.

Large size 14/- per dozen. Retail at 1/9  
Small " 8/- " " " " 1/-  
13 to the dozen on 2 dozen lots.

## NUFIX

**Tonic Dressing for Men's Hair**

Now in great demand and accepted as the best obtainable.

Large size ...	12/6 per dozen.	Retail at ...	1/9
Small " ...	9/- " "	" " ...	1/3
Miniature ...	4/6 " "	" " ...	6d.
Miniature ...	3 dozen 4/3 per dozen.	" 6 dozen 4/- per dozen	

Showcards, leaflets and counter stands free.

Your Wholesaler can supply.



Sole Manufacturers: **WALDEN, WALDEN & CO., 15 GRAPE ST., LONDON, W.C.2**

THOUSANDS OF WOMEN ARE  
READING THIS ADVERTISEMENT IN  
THE LEADING WOMEN'S JOURNALS



DUMAN'S  
**DARK-LASH**  
MAKES BEAUTIFUL EYES

IT IS THE FINEST LIQUID COSMETIC FOR  
EYELASHES. NO OTHER COMPARES WITH IT.

**WATERPROOF.**—IT DOES NOT  
RUB OFF OR STAIN BY BLINKING  
MADE IN 4 COLOURS

**BLACK** (for Spanish Brunette). **BLUE** (gives  
beautiful Blue-Black sheen, for Blue or Grey eyes).  
**BROWN** and **DARK BROWN** (for Blondes and  
mid-colouring). **PRICE 2/6**

Obtainable at all Chemists, Hairdressers, Stores, or from  
Sole Distributors:

**CALMON & NEATE, LTD., 8 Gerrard St., London, W.1**

**WHOLESALE 18/- doz.**

THIS NATIONALLY ADVERTISED  
SUPERB PRODUCT SHOWS NEARLY  
50% PROFIT ON TURNOVER

Get your Supplies Now from the Distributors or Your  
Usual Sundriesman.



Rowland's  
Macassar



Rowland's  
Macassar



Rowland's  
Macassar



Rowland's  
Macassar

## STEADILY GROWING

The popularity of  
Rowland's Macassar  
Oil as a Hair Tonic and  
Dressing, is reflected  
in the steady increase  
in sales during the past  
year. Widely known  
and well advertised, it  
attracts a high class  
and profitable trade.

**FAMOUS  
SINCE 1793**

**Rowland's  
Macassar Oil**

**A. ROWLAND & SONS, LTD.  
22 LAYSTALL ST., ROSEBERY AVE., E.C.1.**



# MORNING GLORY

## Perfume



- A. "Morning Glory" Perfume  
Medium Size:  
Retails at 3/6 each  
Price 27/- dozen
- B. "Morning Glory" Perfume  
Handbag Size:  
Retails at 1/6 each  
Price 12/- dozen
- C. "Morning Glory" Perfume  
Large Size:  
Retails at 6/6 each  
Price 51/- dozen

A close and definite tie-up has been effected between "Morning Glory" Perfume and the "Morning Glory" Film that is being generally released on the 19th of this month and shown by some 500 Cinemas throughout the Country from now onwards.

In every town and district where the film will appear, one or two Chemists will be appointed local distributors for "Morning Glory" Perfume.

Here is the golden opportunity that will appeal to every enterprising retailer. Here is a chance to associate yourself with the sensational publicity and sales resulting from this unique tie-up!

Remember, millions will see the film and millions will learn all about "Morning Glory" Perfume from the screen. The film will create the demand and sell the perfume. All you have to do is to display your stocks prominently and meet this demand.

**No better proposition ever existed!**  
**Apply today for full details of appointment.**

With every distributor parcel of "Morning Glory" Perfume, a special show-stand measuring 18" high and 12" wide is supplied. For those unable to display this, a smaller showcard is available, 7½" high by 7" wide. When ordering your distributor parcel please state which showcard should be sent.

# HOVENDENS

LONDON

DISTRIBUTORS TO  
THE CHEMIST TRADE:

C. L. SHARD & Co., Ltd.,  
212-214 GREAT PORTLAND ST.,  
LONDON W.1

# HOUBIGANT

*Introduces a Practical*  
BEAUTY PREPARATION

## COMPLEXION MILK



Maintains the youthfulness of the skin. A tonic to the skin tissues. An excellent powder base.  
A balm after exposure. Write for Price Lists: — Prevents wrinkles.

**PARFUMERIES DE PARIS LTD.**

ACTON - LONDON - W.3

Retail  
2/- 6/6



**NEW!****KENT** ESTD. 1777 **INTRODUCE**

# "TUMBLE TOMMY"

## THE IDEAL NAILBRUSH

Patents (Cosby) applied for

Not merely a striking novelty in nailbrushes, but by its revolutionary advantages it should eventually supersede the old style nailbrush, which when left standing on its back or left standing on its bristles absorbs its own moisture, which means sodden roots.

### ADVANTAGES OF TUMBLE-TOMMY—

- 1 Always rolls into correct drainage position.
- 2 Rapid drying—no sodden bristles.
- 3 Comfortable ball grip.
- 4 Lasting wear as bristles always used in a different position.

Made of Pure Bristle  
Handles in various attractive colours and finishes.  
Attractive Show Stand supplied as illustrated.

Selling Price to Public 2/6 and 4/6

**GENEROUS TRADE DISCOUNTS***Write for further particulars*

MADE IN ENGLAND BY

**G. B. KENT & SONS**  
**LTD.**

**75 FARRINGTON ROAD,**  
**LONDON, E.C.1**

### ROYAL VISIT TO THE BRITISH INDUSTRIES FAIR

"G. B. Kent & Sons, Ltd., . . . . . inform us that when the Queen visited their Stand at the British Industries Fair, Her Majesty examined with interest the Tumble Tommy nail brush, the invention of Mr. E. L. H. Cosby, one of the directors of Messrs. Kent. Her Majesty the Queen also remarked that she was well acquainted with Kent's brushes, as they were in use in the royal household and that she personally owned a set of Kent-Cosby refillable hair brushes."

EXTRACT FROM THE  
CHEMIST & DRUGGIST  
of March 3rd, 1934.

# SUN TAN OIL FOR EASTER

THIS popular and successful line assists in creating that sun-bronzed skin so much admired. You will be asked for Hay's Sun Tan Oil at Easter so order your supplies NOW. Our new prices offer you unlimited scope. Stock the genuine product.



## HAY'S

### REDUCED PRICES

3 oz. flasks 6/3 per doz. 68/- per gross  
1 oz. bottles 3/6 " " 39/- " "

(Ample show material supplied Free with all orders)

A Free sample and a copy of our latest Price List will be sent to all bona fide enquirers. Write :—Dept. 7, Wm. Hay Limited, Manufacturing Chemists, Hull.

3 OZ. CELLOPHANE WRAPPED

The advertisement does not apply to I.F.S.

# SELL TO MOTORISTS

HERE is the Soap you have been looking for. A pumice block which looks like a high grade toilet soap—and lathers like one, too. And at a price which is within the reach of all.

## CALVERT'S PUMICE SOAP

### SPECIAL OFFER

On orders of £4

2/- doz. less 10% and 2½% cash

On orders of 54/-

2/- doz. less 5% and 2½% cash

NOTE.—Orders need not be confined to Calvert's Pumice Soap solely, but can include any of our other well-known lines.

F. C. CALVERT & CO., LTD., Manchester



No. CDF 4454

Illuminated Interchangeable Sign, size 13" x 8½". Blue metal frame, complete with 200 letters and figures—wired with holder and flex. Ready for immediate use. Price quoted does not include lamp.

Full illustrated list of Shopfittings No. CD 1360 free on request.

**DUDLEY & Co. Ltd.** 451 Holloway Rd., London, N.7  
City Showrooms: 65 Fove St., E.C.

## SAFETY RAZOR BLADES TO PRIVATE BRANDS

We are specialists in the production of Safety Razor Blades to Private Brands—Home or Export—Prices competitive—Special wrappers, cartons and labels designed to customers' ideas—In fact your Private Brand complete and ready for sale—Large output available from most modern plant.

### CONSULT:

**Dominion Steel Corp. Ltd.**  
"Fleet" Works, Queen's Rd., Sheffield, Eng.

## Louis de Luxe Products

ALL TOILET PREPARATIONS

PROPRIETORS:

**Low, Son & Haydon, Limited**

5 GT. QUEEN ST., LONDON, W.C.2

TELEPHONE: HOLBORN 6410

EST. 1790

COURT  
PERFUMERS

## COSMETICS

Applications are invited from Chemists to take up a very high-class line of beauty preparations on an exclusive area basis.

For further particulars please write to

**MARIA CORDOVA, GRIFFIN & TATLOCK, Ltd.**  
Kemble Street, Kingsway, W.C. 2.

"Yvonne" Leading  
**6d**  
Lines  
ROUGE-LIPSTICK  
LASHBLAK FOR THE EYES  
AND POWDER



**BIGGEST SELLERS**  
Greatest Value & Quality  
SOON TO BE  
**NATIONALLY ADVERTISED**

Splendid Show Material available.  
Write to-day for Samples and Prices.  
**W. J. YVONNE et Cie, Ltd., 8a Lord St., LIVERPOOL**  
(Also London and Paris.)





## The Brush with the IVORY GRAIN

- Knots guaranteed not to come out.
- Handles guaranteed not to split.
- Handles will not discolour in the shop window.

	Trade doz.	Sell each
No. 69 White Hog Hair -	20/-	2/6
No. 70 Badger Hair and Bristles	24/-	3/-
No. 71 Badger Hair and Bristles	28/-	3/6
No. 72 Badger Hair and Bristles	36/-	4/6
No. 73 Badger Hair and Bristles	40/-	5/-

All IVORY GRAINED HANDLES resplendent finish

This Mahogany Finished Display Stand given free for minimum order for one dozen brushes providing one set as shown above is included.

MADE  
BY

**R. A. ROONEY & SONS**

WALTHAMSTOW,  
LONDON, E.17

ESTABLISHED OVER A CENTURY

Obtainable from your regular wholesaler

**HANG IT**  
**1 D.**  
Each  
Retail  
British Made

UP AND LET  
IT SELL ITSELF

Supplied on cards or  
boxed. Show cards  
with every order.

MADE BY  
**GEORGE IBBERTSON & CO.**  
Razor Works, 146 West St., Sheffield

**"ODENTIC"  
PLATE  
BRUSH**  
Regd. No. 417637.

From all  
Wholesalers.

Manufacturers.  
**W. R. Speer & Son** (EST. 100 YEARS)  
215 DALSTON LANE - LONDON, E.8

## The Gold Medal DOUBLE-SIX "Combless" Safety Razor



The revolutionary design of this safety razor is alone sufficient to ensure easy sales. A smooth guard replaces the old-fashioned comb. Cones hold the blade with all the rigidity of the old-time razor yet prevent hair and soap clogging the edge. All metal parts are heavily plated, handle is of multi-coloured bakelite.



**DOUBLE-SIX BLADES**  
Millions already sold. They sell on sight. **1 d.**

**SOUPLEX RAZORS**  
Same principle as "Double-Six." Chromium Plated, packed Bakelite box with Souplex blade. **2/6**

**SOUPLEX BLADES**  
One of the most popular of British blades. **2 d.**

Get supplies from usual wholesaler or if any difficulty write direct to Souplex, Ltd., Morecambe.





## **OLDE ENGLISH PRODUCTS FROM A 20th CENTURY FACTORY**

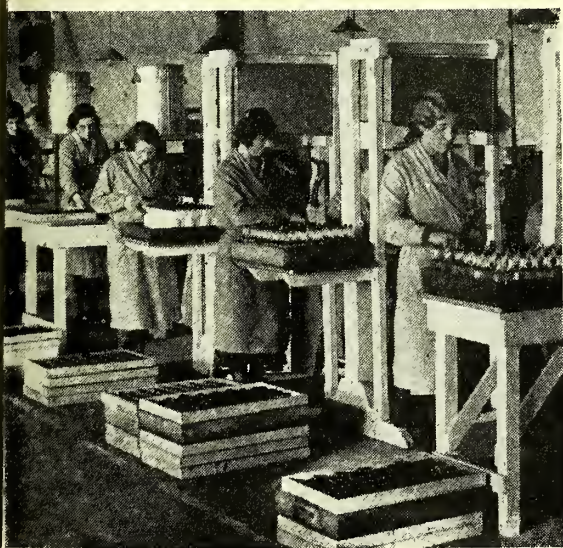
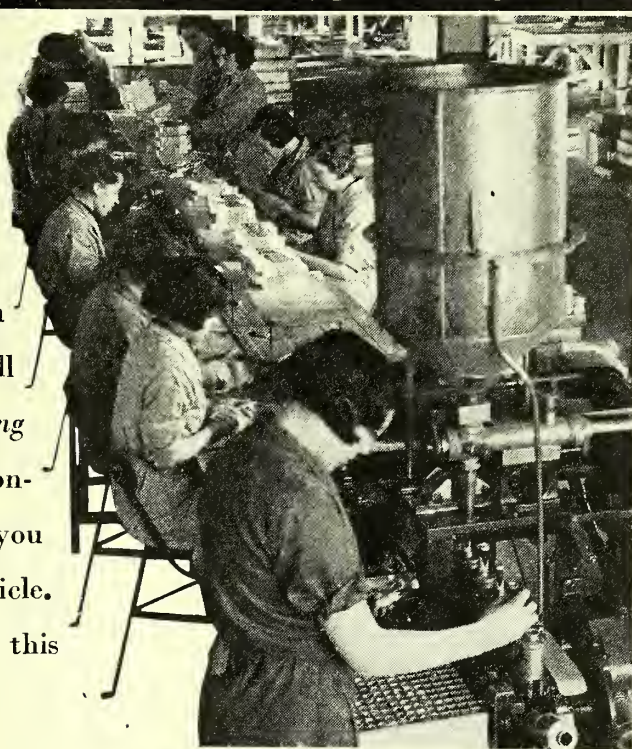
For a quick-selling line you won't better Cussons' Olde English Lavender toilet preparations. They are made in Cussons' up-to-the-minute factory at Manchester, under rigid conditions of cleanliness and care, *marketed under the most modern methods*, resulting from a complete re-organisation of the Sales force, and backed by a carefully planned advertising campaign in national newspapers. The photographs shown here will give you some idea of the general air of efficiency which pervades the house of Cussons, whose soaps, perfumes and powders are known and used throughout the British Empire.



# LOOK OUT FOR OUR REPRESENTATIVE

—he'll be calling on you any day now!

And he won't come empty-handed! He will bring the whole Cussons' range of Olde English Lavender toiletries, so that you will be able to admire the handsome packs and wrappings which give these low-priced toilet preparations such an attractive appearance of expensiveness ● He will bring, too, news of a *great new National advertising campaign for Cussons*, beginning in May and continuing throughout the summer months, which, as you know, are the most profitable for this type of article. Look out in this paper for further details of this formidable campaign!



## CUSSONS'

*Olde English Lavender*  
**toilet preparations**

● The prices yield a very substantial profit to the dealer. For full particulars of terms and details of the range, write to: Cussons, Sons and Co. Ltd., Kersal Vale, Manchester



Awarded Certificate by  
The Institute of Hygiene  
for Purity—Quality—Merit

# LOCARNO

## MEDICATED TOILET ROLL

**Costs 3d**



**BRITISH  
MADE**

**Sells 6d**

*Sales  
restricted  
to Chemists*

*You are sure of  
repeat orders  
by selling the  
"LOCARNO"*

**Contains 650 sheets of pure  
white Sulphite Paper.  
Freedelivery. Packed incartons  
Free Sample Roll on application  
Each Roll 12 oz.**

Sole Manufacturers:  
**J. RUTHERFORD & Co. L<sup>td</sup>**  
VICTORIA PAPER MILLS  
VICTORIA RD. HOLLOWAY, LONDON, N.7

CONTRACTORS TO H.M. GOVERNMENT

**Best sellers**

The  
public is asking  
for **ZEAL**  
**CLINICAL  
THERMOMETERS**  
because they are:-  
**GUARANTEED TO  
STAY ACCURATE  
CONSISTENTLY  
ADVERTISED**

*Made by*

**ZEAL**

*—the name the  
public knows.*

**G. H. ZEAL, LTD.,  
75 & 77, St. John St., London, E.C.1.**



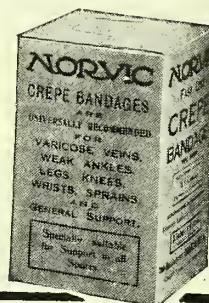
# NORVIC

## BLUE CARTON CRÊPE BANDAGES

The Blue Carton, prominently  
displayed in the window or  
on the counter, will increase  
your crêpe bandage sales  
enormously. A P.A.T.A.  
LINE with FULL 33%  
PROFIT.

*From leading wholesalers.*

Sole manufacturers: Grout & Co. Ltd.  
35 Wood Street, London, E.C.2.



• **Winning new customers  
for over 40 years!**

# MENE TOWELS

*From your  
Wholesale  
House, please.*

A superior quality hygiene and a great  
favourite with women. Also SU-CAN  
Soluble, for easy disposal.

**ROBINSON & SONS LTD., CHESTERFIELD & LONDON**



# Order now for Easter and the Tennis Season

**9<sup>D.</sup>**  
**EACH**



## **VIC** Reg'd **WRIST SUPPORT**

Will fit any size wrist

• • •  
Inexpensive and  
most efficient

• • •  
Non-slipping & cannot chafe

• • •  
Exceptionally elastic ensuring firm, flexible support which does not interfere with play. In sealed transparent envelopes, supplied in half-dozens, assorted colours (Brown, Flesh and White) neatly carded as illustrated.

Cost 6/- doz.  
Sell 9d. each

**Order from your usual Wholesaler.**

Sole Manufacturers:  
Grout & Co., Ltd., 35 Wood St., London, E.C.2

**"VIC"**  
*Wrist Support*  
STAYS PUT

**EASILY APPLIED**  
*Gives Firm yet Flexible support*

**SIMPLE FASTENING**  
*Elastic Porous Comfortable Washable*

OBTAINABLE IN  
BUT BROWN  
FLESH PINK  
OR  
WHITE

**PRICE 9<sup>D.</sup> EACH**

BRITISH MADE

For GOLF, BADMINTON, SQUASH RACKETS, TENNIS, CRICKET, HOCKEY etc.





# SOL-VO

REGD.

## TOILET PAPER

PURE - SOFT - HYGIENIC  
(Completely Wrapped)

### SELLING AIDS.

A display Showcard and "Personal Hygiene" leaflets with every order.

750 perforations to every roll.

No dirty edges, completely wrapped and sealed.

3 Doz. @ 6/- Doz. 6 Doz. @ 5/9 Doz. 12 Doz. @ 5/3 Doz.  
CARRIAGE PAID-NET



**FORD, SHAPLAND & CO. LTD.**

PRINTERS & WHOLESALE STATIONERS,  
GREAT TURNSTILE, HIGH HOLBORN, LONDON, W.C.1

Telephone: HOLBORN 4695.

## "SURCO"

RELIABLE

### ELASTIC HOSIERY

SEAMED & SEAMLESS

For special garments to  
measure we maintain a 24  
hour service.

:: BODY BELTS ::  
TRUSSES :: SUNDRIES

*Write for Catalogue.*

**SURGICAL HOSIERY CO., LTD.**

Russell Street :: NOTTINGHAM

Telephone No.: 75903.

Telegrams: SURGICAL, NOTTM.

# 6 FAVOURITE 6 SANITARY TOWELS

The original 6d. packet Brand is now  
indisputably world famous. Its ever-  
increasing popularity has enabled us  
to include an additional Towel

*Towel Makers for 80 years*

**ARTHUR BERTON, LTD.**

"BRITANNIA HOUSE"

256-260 Old Street, London, E.C. 1

'Phone: Clerkenwell 1346-7-8-9

'Grams: Aybelim, Finsquare, London

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36 Chapel Street

'Phone: Blackfriars 4536

GLASGOW:

29-31 Duke Street

'Phone: Bell 702



# Her doctor may send her to YOU

BRITISH doctors are now receiving news of a new Johnson & Johnson product which will enable them confidently to prescribe for married women on a most intimate question.

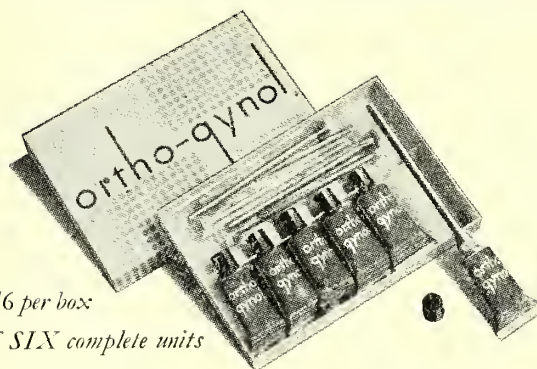
After two years' research, and thorough clinical tests in hospitals, Johnson & Johnson are introducing a dependable form of contraceptive. Ortho-Gynol is a combination of bland gums, dissolving very slowly in water, with a spermicide that has been found most efficient.

No douche is required, before or after. A single application of Ortho-Gynol through the separate and disposable nozzle furnished with each unit suffices for several hours, and douching should not take place until next morning. Very important. Ortho-Gynol offers no offence whatsoever to the æsthetic senses and requires no technique. Ortho-Gynol is only being offered through the pharmaceutical trade. Write for full details and trade terms.

# ortho- gynol

*Johnson & Johnson*  
(Gt. Britain) Limited


THE DEPENDABLE CONTRACEPTIVE



4/6 per box  
of SIX complete units

A PRODUCT OF JOHNSON AND JOHNSON (GREAT BRITAIN) LTD., SLOUGH, BUCKS





# • THE SURE SEAL AUTOMATIC CAPPING MACHINE

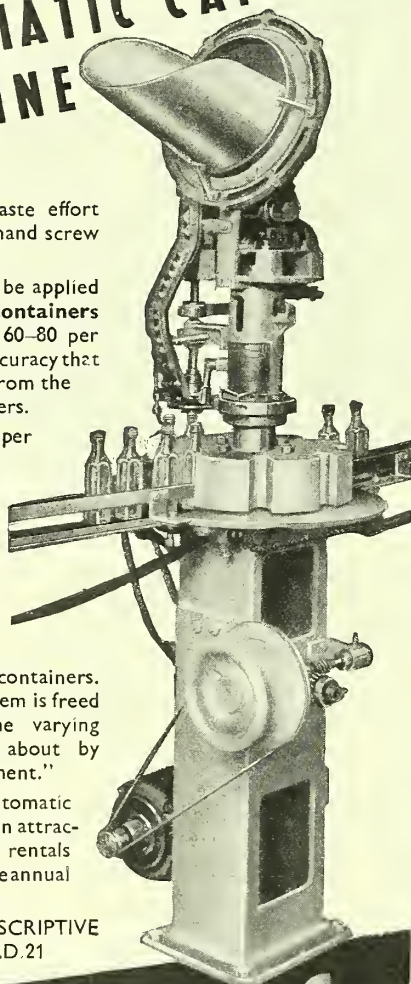
eliminates the waste effort of old fashioned hand screw capping methods.

**Screw caps** can be applied to **bottles or containers** at speeds up to 60-80 per minute, with an accuracy that ensures freedom from the aftermath of leakers.

The Sure Seal Capper is fully automatic and foolproof. Screw caps are poured into the Hopper, out of which they are carried down the feed chute and applied positively to the bottles or containers. The capping problem is freed entirely from the varying factors brought about by the "human element."

The Sure Seal Automatic Capper is loaned on attractive terms, the rentals barely covering the annual depreciation cost.

WRITE FOR DESCRIPTIVE  
LEAFLET C.D.21

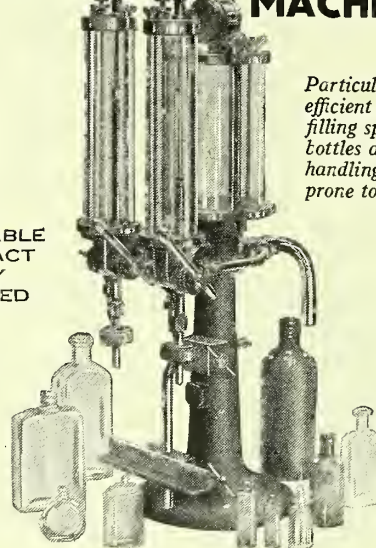


## SURE SEAL & SUTAX LTD

GARDINER HOUSE, 10/12 CHARTERHOUSE ST., HOLBORN CIRCUS,  
LONDON, E.C.1 Telephone: Holborn 3371/3372 (2 lines)

## Combined Height & Measured Quantity VACUUM FILLING MACHINES

PORTABLE  
COMPACT  
EASILY  
CLEANED



*Particularly  
efficient for  
filling sprinkler  
bottles and for  
handling liquids  
prone to froth.*

## "Gravfil Fillers"

C. B. HARLEY—PROPRIETOR

34 NEW NORTH ST., THEOBALD'S RD., LONDON, W.C.1

Telephone: Holborn 9073

## THOMAS & LINTON, LTD.,

57 Ormond Yard, Great Ormond Street, London, W.C.1

Telephone: Holborn 5518

London Selling Agents for

## SUSIE'S PERFECT CLEANER

Ephedrol, Natex Health Foods  
Deliveries from London Stock

## THE ORIGINAL BLACK BEER

For over a century Hobson's Black Beer (non-intoxicating) has been well known. Backed by sustained advertising there is a steadily increasing demand. Special agency terms to wholesalers are now available in certain districts. Own name literature and other sales aids gladly supplied. Wholesale enquiries invited.

JOSEPH HOBSON & SON, Ltd., Regent St., LEEDS  
Phone: LEEDS 25270 Telegrams: "SPRUCE," Leeds

## PUTNAM'S PRICE PROTECTED POULTRY PRODUCTS PRODUCE PROFITS

WRITE FOR TERMS:—  
Putnam's Dependable Service  
NORTHAM, DEVON

## Chemists' Fittings

When you want Shop Fittings it will pay you to send to

## GEORGE COOK

The Chemists' Working Shopfitter,

27 Macclesfield Street, City Road, LONDON, E.C.1

40 years' experience Phone: Clerkenwell 5371 Rough Sketches free



# LEMONADE TABLETS BY THE MILLION

Millions of people will consume many more millions of lemonade tablets this year. Now is the time to install a machine to cater for this steadily increasing trade.

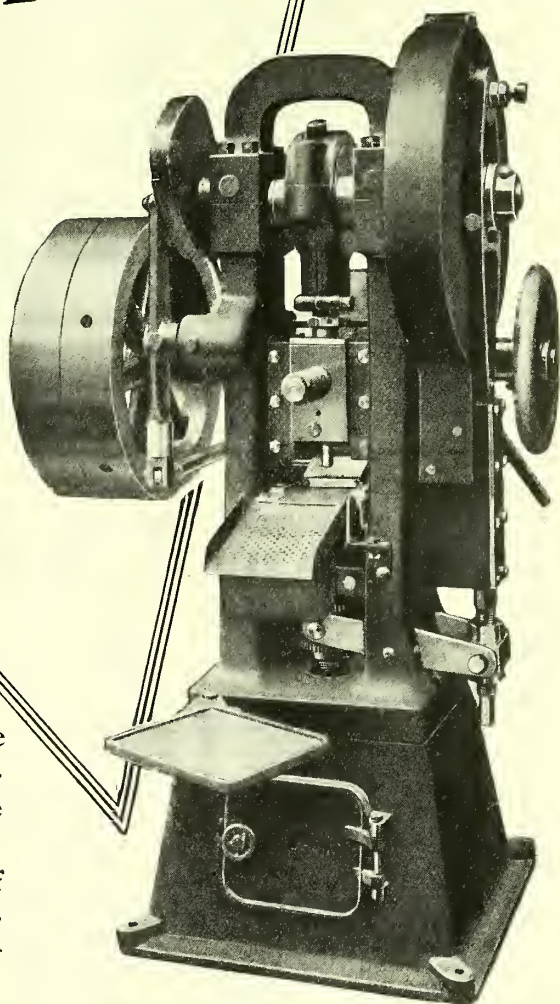
We can show you how to make the cubes or tablets, also supply the machine and, in fact, do everything 'to get you going.'

We believe we are correct in saying that over 95% of the lemonade tablets made in Great Britain are made on the "Manesty" No. 3 Machine.

The "MANESTY" No. 3 Machine Will make tablets up to  $2\frac{1}{4}$  ins. in diameter and has an output 40 to 400 per minute according to the size of tablet.

We are the actual manufacturers of Tablet Machines, Granulating Machines, Mixers, Water Stills, and also of special Machines for any purpose required.

*If you send us a postcard we will send you an interesting list.*



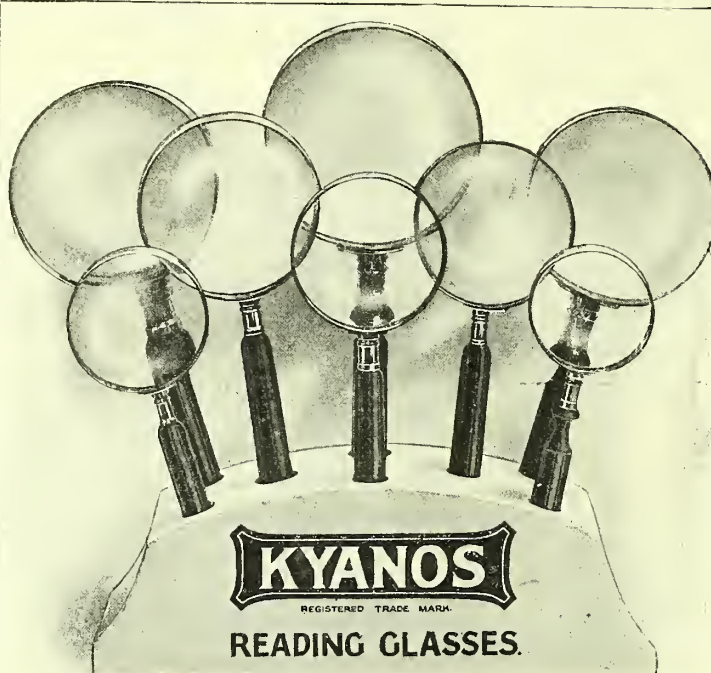
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## THOMPSON & CAPPER WHOLESALE LTD.

MANUFACTURERS OF CHEMICAL AND PHARMACEUTICAL MACHINERY

MANESTY BUILDINGS, 5 COLLEGE LANE, LIVERPOOL, 1

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HEAVILY NICKEL PLATED RIMS—TURNED  
BLACK SCREWED HANDLES—SUPERFINE  
LENSES

ASSORTMENT CONSISTS OF ONE OF  
EACH:—

2½" 2½" 2¾" 3" 3¼" 3½" 3¾" & 4"  
33/- 35/- 39/6 43/- 47/- 51/- 53/- 58/-

PRICES ARE PER DOZEN

THE STAND COMPLETE  
WITH 8 READERS  
(ONE OF EACH SIZE)

**32/- COMPLETE**

OBTAINABLE ONLY FROM

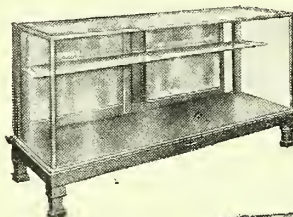
**THE GENERAL OPTICAL COMPANY**

(E. T. & F. W. CORNWELL)

120 CLERKENWELL ROAD,  
LONDON, E.C.1

## "CLEMENTS-NEWLINGS" DEPENDABLE FITTINGS

MADE IN OUR LONDON FACTORY  
GOOD SOUND MATERIAL  
AND WORKMANSHIP



"Clements"  
DISPLAY COUNTER

No. A 632/C

Overall Size:  
6 ft. x 3 ft. x 2 ft.

Clear Glass Doors at  
Back. Complete with  
Brackets and Glass  
Shelves. Fitted adjust-  
able Feet.

Price Ex-Works:  
Oak - - - £10 5 0  
Mahogany - £10 10 0

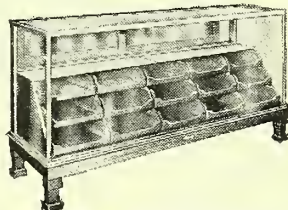
"Clements"  
QUICKSERVING  
DISPLAY COUNTER

No. D 632/C

Overall Size:  
6 ft. x 3 ft. x 2 ft.

15 Trays and Display  
Shelves above. Fitted  
adjustable Feet.

Price Ex-Works:  
Oak - - - £17 0 0  
Mahogany - £17 10 0



ALL PRICES ARE EX-WORKS  
Special Terms arranged if desired

"Clements" Display Stands are used in the "Chemist & Druggist"  
Model Window Display illustrated in the editorial pages of this issue

NATIONAL 5511-5515

**CLEMENTS, NEWLING & Co., Ltd.,**

Manufacturers of Shop Fittings and Display Stands

95 & 96 WOOD STREET, LONDON, E.C.2

SUPPLIED TO CHEMISTS & DRUGGISTS ONLY

**Finest Safeguard Quality**  
(RUBBER GOODS)

FREE SAMPLES & PRICES ON APPLICATION

BURGE, WARREN & RIDGLEY, LTD., 91-92, GREAT SAFFRON HILL,  
LONDON E.C.1.

VETERINARY COUNTER PRACTICE. Price 7s. 6d. net,  
by post 8s.

THE PHOTOGRAPHIC CHEMIST. Price 3s. 6d., by post  
3s. 8d.

THE "CHEMIST AND DRUGGIST," 28 Essex Street, W.G.3

# SOUTHALLS

SANITARY TOWELS

All-the-year-round publicity,  
appearing in virtually every  
newspaper and magazine read  
by women, ensures steady sales  
to the dealer who stocks  
Southalls products.

- "ORIGINAL," most popular.
- "CELTEX," soluble.
- "K," made entirely of ab-  
sorbent cotton wool, with  
very soft cover.
- "COMPRESSED," for Travel.



SOUTHALL BROS. & BARCLAY LTD. BIRMINGHAM



# 'INDEPENDENCE'— —IS OUR MIDDLE NAME!

**W**E are the only firm of any size and standing in the Manchester district which is not tied in any way to any manufacturer.

## APPROVED DEALERS PLEASE

### NOTE—————

As always—

**SPEEDY**—————

**RELIABLE**—————

**DEAD ON TIME**

We are also the only firm in Manchester which has publicly advertised that it works for Approved Dealers only.

Safeguard your own interests by sending your D. & P. to

*The*

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PHOTO CO. LTD.**

**27A BRAZENNOSE ST.,  
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# PRECIPITATED CHALK

**LIGHTEST—MEDIUM—DENSE.**  
And All Other Grades To Suit Every Purpose.  
Prepared Chalk B.P. and Powdered Talc.

'Phone : Mansion House 7300. Tel. Add. : "Levermore, Phone, London."  
**A. LEVERMORE & CO. LTD.** ABC Codes,  
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Six Months' Course for Preliminary Scientific, and  
Three Months' Revision Courses for P.S. and C. & D.  
Examinations will commence April 4th, 1934.

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**COURSES by POST.**

**PREPARATORY or REVISION.**

**Fee, One Guinea.**

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**SPECIALISTS IN TRAINING PHARMACISTS**



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6 Months' PRELIM.  
SCIENTIFIC for  
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10 weeks' REVISION.  
All Subjects. PS and  
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Also Postal Courses.

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**TRAGACANTH  
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As Imported or Finely Powdered

**WHITE SHELLAC**

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FOR THE

**S.M.C., B.O.A. and N.A.O. DIPLOMA Examinations**

Particulars :—

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## OPTICAL QUALIFICATION

The next Examination for the Fellowship Diploma of  
the National Association of Opticians will be held in  
**LONDON** on Wednesday and Thursday, August 1st  
and 2nd, 1934. Syllabus, Entrance Forms, etc., from  
Secretary, N.A.O., 130 Princes Road, Liverpool.

## A GLAZED POSTCARD IN FOLDER FREE WITH EVERY SPOOL.

Limited number of Agents wanted in all parts of the  
Country. Sole agency, one per district. No price limit.  
Increased postcard orders everywhere. Samples and  
show matter supplied. Postal only.

**M.S. SERVICE, Old St., Ashton-u.-Lyne, Lancs.**

## BE PREPARED FOR THE COMING SEASON

**Increase Your Developing  
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Make use of our really useful series of D. & P.  
books, also our Printed Aids to Selling.  
Interesting range of samples post free.

**BURALL Bros. - Wisbech, Cambs.**

## "VITAMIN TESTED YEAST"

*Yeast specially prepared for medicinal purposes*

**GUARANTEED ABSOLUTELY PURE**

**MIDGLEY & PARKINSON, LTD., Warren Works Pudsey, LEEDS**

*Sole selling agents for Great Britain—*

**THE OLD STRAND CHEMICAL & DRUG CO., LTD.**  
Audrey House, Ely Place, London, E.C.1

## MEDICINAL CAPSULES

ACCURATE AND DEPENDABLE  
SPECIAL LOW QUOTATIONS FROM MAKER  
**J. G. ROBBINS, 130 ROMFORD RD., LONDON, E.15**

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**YOU WANT BETTER  
BOTTLES, YOU'D BETTER  
SEE BARNETT. MANY NEW  
IDEAS JUST INTRODUCED**

**JACK L. BARNETT  
Ltd.**

**18 Basinghall St.  
Leeds 1, Tel. 28447**



## SHADEINE FOR TINTING GREY HAIR

This popular article is largely advertised  
and stocked by all Wholesale Houses.  
Trial size 8d. per doz. . . . . 6/-  
1/4 size, per doz. . . . . 12/-  
2/6 size, per doz. . . . . 24/-  
3/9 size, per doz. . . . . 36/-

**The SHADEINE Co., 58, Westbourne Grove, London, W.2**

## FREE and POST FREE NEW CO-RE-GA CARD

*Display it and increase your sales*  
**THOS. CHRISTY & Co., Old Swan Lane, London, E.C.4**



# "SAMARITAN"

REGD.

# OLIVE OIL

In its attractive packing "Samaritan" Olive Oil has the appearance of bottled sunshine—and in truth this is an apt description. All the goodness of olives ripened in sunny Spain is in this oil, giving it a delicate flavour and lasting sweetness unexcelled by any other brand. The first sale is sufficient to ensure repeat orders, and the popularity of "Samaritan" Olive Oil is widespread. Put up in 2½, 5, 10 and 20 oz. bottles, hygienically packed, with attractive showcards. Send for prices and further particulars.

*A Product of*  
**THORNTON & ROSS LTD**  
 MILNSBRIDGE  
 HUDDERSFIELD



## STOPPERS

AND BAKELITE SCREW CAPS



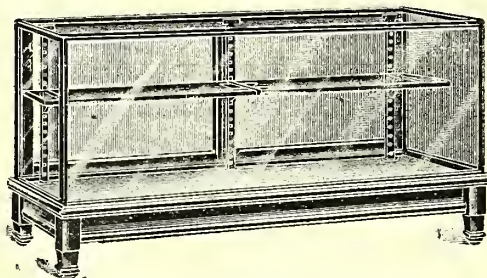
200 Varieties  
 Any Colour.

A suitable Composition Stopper will enhance the selling value of your package. Let us fit your Bottles and quote you.



**W. J. SHARPLIN, Ltd.** Telephone: Mountview 0952  
 Middle Lane Works, Hornsey, LONDON, N.8

## KING'S FOR SHOWCASES



No. H 3262. This magnificent showcase can be supplied with an oak or mahogany frame and is glazed with new first quality drawn plate glass front, top and sides. The back is fitted with 2 clear glass sliding doors on roller bearings. The interior is fitted with standard bars and adjustable brackets and one row of plate glass shelves, 12" wide x ½" thick polished edges. The bottom of the showcase has a polished oak plywood floor and the legs are fitted with adjustable metal feet. Over-all dimensions:—  
 4 feet long x 3 feet high x 2 feet back to front.

PRICE £6 13 6 EACH

No. H 2913. A similar showcase to the above but 6 feet long.  
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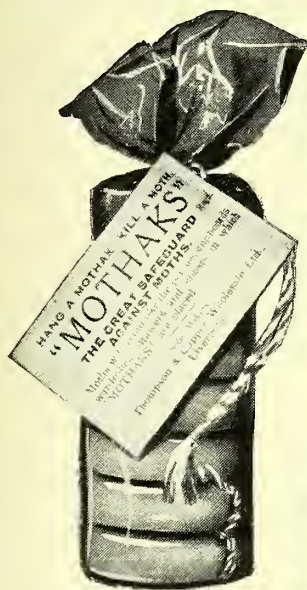
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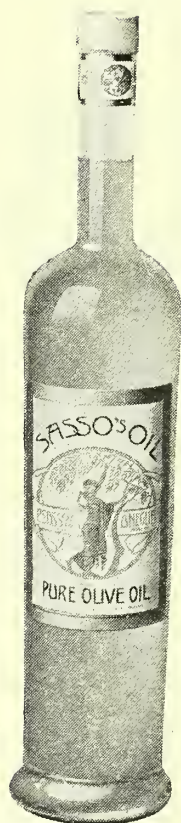
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# THE CHEMIST AND DRUGGIST

A Weekly Journal of Pharmacy, the Drug, Chemical and Allied Trades

*The official organ of The Pharmaceutical Society of Ireland,  
The Pharmaceutical Society of Northern Ireland,  
The Chemists' and Druggists' Society of Ireland, and of  
other Chemists' Societies in Overseas Dominions*

PUBLISHED AT  
28 ESSEX STREET, STRAND, LONDON, W.C.2

Telegrams: "Chemicus, Estrand, London" Telephone: Central 6565 (8 lines)

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## News of the Week

### Castor Oil Exports—Drawback of Seed Duty

The Import Duties (Drawback) (No. 2) Order, 1934 (S.R. & O. 1934 No. 214), issued by the Treasury on March 8, 1934, on the recommendation of the Import Duties Advisory Committee, provides, under Section 9 of the Finance Act, 1932, for the allowance of drawback of Customs duties for a period of twelve months in respect of castor seed used in the manufacture of exported castor oil. Following the imposition in March, 1932, of the general *ad valorem* duty on castor seed there has been a great reduction in the imports of foreign seed into the United Kingdom, and it is represented that the removal of the British buyer from the market has materially contributed to the fall in the world price of foreign seed to a level which gives the foreign seed crushers an advantage over British crushers in the export markets for castor oil.

### Bill for Controlling the Sale of Methylated Spirits

A Bill "to control the sale of methylated spirits and of methylated spirits in admixture; and for other purposes connected therewith" has been introduced into the House of Commons by ten members, and is issued (price 1d.) by the Stationery Office. Its provisions combine certain features of the sale of Part I poisons by authorised sellers of poison and of the sale of other poisons by licensed vendors; there is to be, for example, a signature by or a signed order from the purchaser, but no personal knowledge of the purchaser by the vendor is required. No excise licence for sale is to be granted unless the applicant's name appears on a local authority's list. Detailed provisions as to the payment of fees are given. "Any police officer" is to

have power of inspection "at all reasonable times." Penalties for vendors infringing certain provisions extend to a fine of £10 or to a period of imprisonment not exceeding sixty days. The Bill (which, it is proposed, shall apply to Scotland) differs from the corresponding part of the Intoxicating Liquor Act (Northern Ireland), 1923, as amended, in (1) fixing the age limit at fourteen instead of eighteen years and (2) containing no provision in respect of persons making false statements for the purpose of obtaining supplies. The expression "methylated spirits" is defined as meaning the mineralised methylated spirits authorised by the Commissioners of Customs and Excise. We have been unable to trace any reference to "methylated spirits in admixture" in the text of the Bill.

### Wine and Spirit Licence Applications

At recent local Brewster Sessions the applications of the following chemists for wine off-licences have been granted: Mr. H. Darbyshire, Manchester; Mr. F. S. Nadin, Sheffield; Mr. J. H. Stutter, Downham Market; Taylor's Drug Co., Ltd., Nelson.

Similar applications by the following chemists have been refused:—Mr. G. W. Hales, Ipswich; Mr. H. Taylor, Clitheroe.

At Crewe, recently, Mr. James Mavor, chemist and druggist, 126 West Street, applied for a spirits off-licence. Mr. R. G. Hill, appearing for Mr. Mavor, said that he had held a wine licence for twenty-eight years, and felt that the time had arrived to apply for a spirits licence to minimise the sale of certain substitutes which were being bought to increasing extent. Mr. Mavor said that ten years ago he sold thirty gallons of methylated spirits a year. In 1932 he sold 120 gallons.

In the same period his business had declined from £4,000 to £2,000. "We know from long experience that methylated spirit drinking is increasing enormously," Mr. Mavor continued. "If something is not done in the course of a few years, I shall be selling 400 to 500 gallons a year." Mr. Mavor said his idea was to sell whisky of a lower potency, with a view to eliminating the drinking of methylated spirits. People did not realise that a strong spirit should be diluted. The application was refused.

At Finsbury Sessions, London, E.C., recently, the justices refused the renewal of two wine off-licences held in respect of premises carried on by Parkes Chemists, Ltd., 804 Holloway Road and 251 Upper Street, Islington. The Bench had served a notice of their intention to consider "whether any wines other than medicated wines are being sold under the licence." Mr. S. C. T. Littlewood, who appeared for the applicants, referred to the notice, and said, "I am not sure what are medicated wines, but we are selling wines other than medicated wines." The chairman remarked, "It is a question whether the licence is required or not." Mr. Littlewood: "With respect, that question does not arise on the notice served on the licensee." After evidence relating to the purchase of wines and of other facilities in the area, the chairman announced that the renewal of the licences was refused, adding "We will furnish reasons." Mr. Littlewood: I take it, sir, that this year, as last year, you will afford facilities for the business to be continued pending the hearing of an appeal? The Chairman: Yes.

#### Inquests

A verdict of "Death from poison self-administered, with insufficient evidence to show the state of his mind," was returned at an inquest at Chester, recently, on the body of Mr. Ronald M. Dutton, an analytical chemist employed at Port Sunlight. A medical witness indicated that death was due to poisoning by a cyanide. Replying to the chief constable, the witness said the deceased could have obtained the poison through his employment. The chief constable remarked that he wished to clear up that point, as he did not want it to be thought that the poison was obtained from any local chemist.

#### Miscellaneous

**CLOSING ORDER.**—Aylesbury Town Council has made an order for chemists to close at 7 p.m. on Mondays, Tuesdays and Wednesdays, 1 p.m. on Thursdays, 8 p.m. on Fridays, and 8.30 p.m. on Saturdays.

**UNLAWFUL POSSESSION OF MORPHINE.**—At Marylebone Police Court, London, on March 14, Kenneth Eitzen Martienssen (37), Chislehurst, was sentenced to nine months' imprisonment in the second division for being in the unlawful possession of 25 gr. of morphine.

**REPORT ON SLIMMING TABLETS.**—The East Ham public analyst reports that among the drugs taken for examination was a preparation described as "Slimming Tablets." These tablets contained a mixture of aperient drugs as set forth on the label, and if taken according to the directions would be likely to cause chronic purging, which would naturally diminish the assimilation of food. A further drug declared to be present in these tablets was one reputed to influence the activity of the thyroid gland. It seems undesirable, the report adds, that such drugs should be chronically consumed without medical advice or sanction.

**SALES PROMOTION.**—A meeting of The British Sales Promotion was held at the St. Bride Institute, London, E.C.4, on March 7. A paper on "Works-Sales Co-operation" was read by Mr. J. Ryan, M.A., B.Sc., sales manager (general line), Metal Box Co., Ltd. This and the subsequent discussion provided a frank interchange of views on the important directions in which the works and sales sides can promote business progress in the organisation. The topics covered included co-operation in framing the year's budget, in making periodic adjustments to the budget, in technical service before and after sales, and in the joint exploration of product development.

**DOCTORS' VISIT TO THE MINISTRY OF HEALTH.**—The Minister of Health (Sir Hilton Young) received on March 8 a deputation from the Insurance Acts Committee of the British Medical Association on the subject of the temporary reduction in the capitation fee of national health insurance practitioners. The chairman of the Committee, in introducing the deputation, said his Committee were anxious to secure that, as soon as the possibility of the restoration of the "economy cuts" made in 1931 was contemplated by the Government, the case of the insurance doctor should be given urgent consideration. Other members of the Committee, speaking for representative areas of England, Scotland and Wales, supported the request. Sir Hilton Young, after thanking the deputation for the temperate and lucid way in which they put their case, said he fully appreciated their desire to put the position of the insurance practitioners on record against the time when the financial position of the country made it possible for the Government to consider the restoration of the economy cuts. When that time came, they could be sure that he, as Minister of Health, would see that their claim was fully and sympathetically considered.

## Scottish Notes

### Brevities

The fourth conference of Scottish opticians will be held in Edinburgh on June 6, and the exhibition on June 5 and 6.

The annual general meeting of the Glasgow Pharmacy Club (Bowling Section) will be held in the Highlander's Institute, 27 Elmbank Street, Glasgow, C.2, on March 23, at 8 p.m.

On February 28, Mr. Peter Fenton, F.B.O.A., chemist and druggist, gave a lantern lecture on "The Anatomy of the Eye and Eyesight" to the Coatbridge Branch of the Industrial Health Education Society.

An assistant at 27 High Blantyre Road, Burnbank, Lanarkshire, found her employer, Mr. P. M. Hancock, chemist and druggist, ill on her return after a meal-time interval on March 10. Mr. Hancock was removed to the Glasgow Royal Infirmary, where he died late the same evening. He had been in ill health for some time.

A correspondent writes:—"While the proposed legislation for regulating the sale of methylated spirit is being discussed it would be well to fix a minimum quantity for retail sale. It would be ludicrous to demand a signature for the purchase of two- or three-pennyworth of spirit, and it would be uneconomic to waste time and a register on such sales. I suggest that 1s. be the lowest sum per transaction."

Mr. John H. Robinson, Liverpool, in a letter in the March issue of "The Scottish Chemists' Retail Price List," pays a glowing tribute to Mr. Alexander A. Dick and to the Scottish Pharmaceutical Federation generally, concluding his letter thus:—"Scotland has produced some very fine men, and I have had the privilege of meeting some of them, and, like Oliver Twist, I ask for more."

In his March letter to members of the Scottish Pharmaceutical Federation Mr. Alexander A. Dick (president) writes:—"It is never a pleasant task to have to deal with gatecrashers, but there are times when it cannot be avoided, and when this falls to be done, it should be done with a thoroughness that leaves no trace of the undesirable invasion. Such I contend is the need in the upper reaches of pharmacy, for the present position of things is ludicrous in the extreme. . . . There is also a growing demand for a clean cut between the ruling bodies that conduct the vital affairs of pharmacy, and we suggest that either by consent or by compulsion, powers for which we can seek, one member should only sit on one Board. . . . I suggest that we make a move to get some of our outstanding wholesalers to take seats on the Council." Mr. Dick's letter closes with the sentence:—"Great days are ahead, and great and good men are needed to garner the possibilities of the next few years."



## Irish Notes

### Brevities

Mr. G. F. Crilly, Ph.C., has opened a medical hall at Stradbally, Leix.

Mr. D. J. Rowe, Ph.C., Portadown, has opened a branch pharmacy at Tandragee, co. Armagh.

Mr. B. P. Hickey, M.C.P.S.I., is a keen dog fancier, and has won a reputation for his fine breed of red setters, several of which are being exhibited at the St. Patrick's Day Dog Show at Ballsbridge.

A special meeting of the Council of the Pharmaceutical Society of Ireland will be held on March 26 to consider the large reconstruction scheme the Council propose undertaking in connection with their existing premises at 67 Lower Mount Street, Dublin.

Pharmacists all over the Free State are taking a prominent part in the Irish shopping campaign organised in connection with the National Festival. The harps and shamrocks distributed by the newspapers backing the campaign are to be seen on many chemists' windows, while displays of Irish pharmaceutical goods are much in evidence.

In the new and rapidly developing suburb of Crumlin, on the south side of Dublin, four pharmacies are to be opened during the next few months. The young chemists who are prospecting in this area are Mr. Lyall G. Smith, L.P.S.I. (son of Mr. John Smith, M.P.S.I., Terenure, a former president of the Pharmaceutical Society of Ireland); Mr. F. J. Flanagan, L.P.S.I., Terenure Road, Dublin; and Mr. Peter P. Greene, L.P.S.I., 178 Crumlin Road, Dublin. The fourth pharmacy is to be opened by Mr. J. P. O'Connor, R.D., Dolphin's Barn, who is forming a company and placing a pharmacist in charge.

### Belfast

Mr. Fred Storey, Ph.C., was one of the speakers at the annual meeting of the Irish Great Northern Railway Co., in Belfast, on February 28.

The third of a series of social functions organised by the Junior Pharmacy Section in Belfast was held on March 8 in the headquarters of the Pharmaceutical Society of Northern Ireland. It took the form of a bridge drive, and was very well attended. Mr. Fred Storey and Mr. S. H. Forrest, members of the Council, were present, and Mr. David Kirkpatrick, secretary. The prizes were presented by Mrs. Storey at the close

of the evening, the winners being—*Ladies*, Miss K. Kirkpatrick; *Gentlemen*, Mr. Walker (of Grattans). Booby prizes were won by Mr. Linehan, a chemist's apprentice (playing as a lady), and by Mr. Bunting. The dance held recently by the Junior Section proved so successful that they have decided to hold a similar function towards the end of the month.

## Coming Events

This section is reserved for advance notices of meetings or other events. These should be received by Wednesday of the week before the meetings, etc. occur.

### Wednesday, March 21

*Guild of Public Pharmacists*, 17 Bloomsbury Square, London, W.C.1, at 7.30 p.m. Papers will be read by F. W. J. Hooper, Ph.C., C. H. Sykes, Ph.C., and Frank Wokes, B.Sc., A.I.C.  
*Liverpool Chemists' Association and Branch of the Pharmaceutical Society*, Royal Institution, Colquitt Street, at 8 p.m. Mr. R. R. Bennett, B.Sc., F.I.C., Ph.C., on "Medicine and Pharmacy: Old and New."  
*South-West London Chemists' Association*, Stanley's Restaurant, Lavender Hill, London, S.W., at 8 p.m. Whist drive in aid of the Benevolent Fund. Tickets 2s. 6d. each (including refreshments).

### Thursday, March 22

*Manchester Pharmaceutical Association, Junior Branch*, Victoria Hotel, at 8.30 p.m. Annual general meeting.  
*Pharmaceutical Society of Great Britain, Nottingham and District Branch*. Annual dinner.  
*Welsh College of Pharmacy*, Boulogne Restaurant, Gerrard Street, London, W.1, at 8.45 p.m. London reunion. Tickets, 4s. 6d. each (including supper). Further particulars from Mr. W. German, 9 Sydney Street, Chelsea, London, S.W.  
*Western (London) Pharmacists' Association*, Criterion Restaurant, Piccadilly Circus, London, W.1, at 8 p.m. Annual super-dance. Tickets 8s. 6d. each; double 15s.  
*Reigate, Redhill and District Pharmacists' Association*, Laker's Hotel, Redhill, at 8.15 p.m. Mr. P. J. Thompson on "The Manufacture of Galenicals."

### Friday, March 23

*Pharmaceutical Society of Great Britain, North British Branch*, 56 York Place, Edinburgh, at 8 p.m. Fifth evening meeting. E. J. Schorn, Ph.C., A.I.C., and Janet Y. Baird, B.Sc., Ph.C., on "The Argentometric Assay of Ammonium Chloride, B.P., 1932"; E. J. Schorn, Ph.C., A.I.C., and W. S. Brown, Ph.C., on "The Use of Adsorption Indicators in Argentometric Assays"; J. A. Robertson on "The Method of Preparing Calcium Diuretic for Intravenous Injection"; J. P. Todd, Ph.D., Ph.C., and Isabella M. Sillar, B.Sc., Ph.C., on "The Action of Quinine and Strychnine Hydrochlorides and the Chlorides of Calcium, Sodium and Potassium on Certain Micro-organisms."

# Topical Reflections

## By Xrayser

### The Surgical Spirit Regulations

printed in your issue of March 10 (p. 259) should be noted especially by the retail trade, as upon its members will fall the brunt of explaining to customers why different preparations from those formerly in use are being supplied. I understand that the introduction of the new formulas has a political significance, in view of a Bill on methylated spirit which has been introduced to the House of Commons and is to be read a second time on March 26. Although manufacturers may not, on and after March 15, make any other surgical spirits than those now specified, stocks in hand on that date may be sold off. I am told that stocks in the hands of the retailers are not large, so that within a comparatively short time the new preparations will be in general use. It is clearly laid down that the two new formulas will be the only ones obtainable, and that these may not be altered in any way.

### You Are Wise

in drawing the attention of pharmacists to the necessity for nominating candidates at once for the forthcoming election of a certain number of members of the

Council of the Pharmaceutical Society. As I read the Society's by-laws, nominations should be received at 17 Bloomsbury Square by March 18; and it is rather ominous that no candidates have appeared up to the time of writing. It rather looks as if members generally are either not particularly interested, or think it well to allow the Council as at present constituted, with the three officially appointed members, to continue the work already begun. My own conviction, arrived at after a good deal of conversation with members from all parts of the country, is that pharmacists, as a class, are not too interested in what is happening. Numbers hardly realise that the Pharmacy and Poisons Act has become law, others openly say that they intend to wait and see what happens. At the beginning of a great change it has always been the task of a few men of vision to lead the craft. There is just time for members to come forward as candidates for the Council Election in May; neither youth nor age is barred. Men are required who are not place seekers, who are fearless in the expression of their opinions, who have the interests of pharmacy very much at heart, who have a clear vision of what pharmacy needs, and who are prepared to give the best of themselves and their powers in the common cause.



## Legal Reports

**Application for Injunction.**—In the Ulster Chancery Court, Belfast, on March 9, mention was made of a motion by Aspro, Ltd., against the Aspi-Ros Manufacturing Co., Willowholme Drive, Belfast, for an injunction to restrain the defendants until the trial of the action from selling, or advertising for sale, any articles under the name of Aspi-Ros powders. Mr. McSparran, for the plaintiffs, said the defendant company was owned by Mrs. Elizabeth Ross. She was ill, but her husband was in court and was prepared to consent to a perpetual injunction, provided that the plaintiffs would not enforce any claim for damages or costs. His lordship said it would be better to have a consent in writing. If that was done he would make it a rule of Court.

**Perpetual Injunction.**—In the Chancery Division of the High Court, London, on March 8, Mr. Justice Crossman heard a motion by Saville Perfumery, Ltd., Crossgate, E.C.2, for an interim injunction restraining Verona Products, Mossford Street, Bow, E., from infringing their trade mark, in which the word "June" was the chief constituent, by using it in connection with toilet preparations. Mr. K. E. Shelley, for the plaintiff company, said the defendant was a one-man firm—in fact, an infant—for whom Mr. Winterbotham appeared on the instructions of the Official Solicitor. In an affidavit of the defendant read by Mr. Winterbotham, he said he did not use the word "June" to mislead the public. After hearing other evidence, his lordship granted an injunction, which by consent was made perpetual, restraining infringement of trade mark, and made an order for delivery up of infringing cartons.

**Action Settled in Court.**—In the King's Bench Division of the High Court, London, on March 12, Mrs. Ursula D. Pearson, Cricklewood, N, sued Boots Pure Drug Co., Ltd., for damages for injuries in the nature of a rash or dermatitis which developed upon her scalp, face and chest after using, it was alleged, a hair lotion called Giraldis Jaborandi. The defendants denied negligence or breach of warranty. Mr. F. T. Atkins, counsel for Mrs. Pearson, said she purchased the hair lotion from Messrs. Boots' Cricklewood branch. In evidence, Mrs. Pearson said that when she bought the lotion she noticed that it was decidedly mauve, but the assistant told her that it was like soap and other coloured preparations which were harmless. She now knew the colour should have been yellow. Mr. Justice Goddard asked whether the hair went blue, and Mrs. Pearson replied that it went mauve and "all colours." Cross-examined: She had never used a hair wash before she bought this, and she had since used about half of another bottle without ill effects. Dr. Abelson, Cricklewood, said that when he examined Mrs. Pearson's scalp he found the hair roots were a bluey-mauve. In reply to the judge, the doctor said the preparation was a common one which 999 people out of 1,000 would use without ill effects. Another doctor gave evidence that there was cantharides in the preparation, and he thought that in offering preparations with that in it would be useful if a warning was issued to people with dry skins. An analyst gave evidence that he found nothing deleterious in the preparation except methyl violet, and that would not be poisonous if applied to unbroken skin. Mr. Cecil R. Harry, Ph.C., manager of Messrs. Boots' Cricklewood branch, said he had an interview with Mrs. Pearson when she brought the bottle back, and he then noticed that there were two small pieces of foreign matter in the bottom of the bottle. Mr. Atkins announced a settlement of the action. He said that, having heard the evidence, particularly the medical evidence, he realised that the allegation of negligence against the defendants could not now be substantiated, and he wished unreservedly to withdraw any such allegations of negligence against Messrs. Boots or any other allegation of impropriety of any kind against them. He asked his lordship to sanction the withdrawal of the record. Mr. Forster assented to the settlement. The record was accordingly withdrawn on terms not disclosed.

## New Companies and Company News

P.C. means Private Company and R.O. Registered Office

**GRAHAM COULTHARD, LTD. (P.C.).**—Capital £400. Objects: To carry on the business of wholesale or retail chemists and druggists. R.O.: 35 Myrtle Street, Liverpool.

**MASON'S DISPENSING CHEMISTS, LTD. (P.C.).**—Capital £1,000. Objects: To carry on the business of chemists, druggists, opticians, etc. R.O.: 89 Acre Lane, Brixton, S.W.2.

**STELLA MANUFACTURING CO., LTD. (P.C.).**—Capital £1,000. Objects: To carry on the business of wholesale and retail chemists, toilet preparations, etc. R.O.: 2 Silver Street, Bloomsbury, W.C.1.

**CITY PERFUMERY COMPANY, LTD. (P.C.).**—Capital £500. Objects: To carry on the business of wholesale and retail dealers in perfumery, toilet articles, medicines, etc. R.O.: 88 Newgate Street, E.C.1.

**MOSS PHARMACIES, LTD. (P.C.).**—Capital £500. Objects: To carry on the business of manufacturers of and dealers in chemicals, drugs and medicines, glues, etc. R.O.: 69 King Cross Street, Halifax.

**RICHARD THOMAS (CHEMISTS), LTD. (P.C.).**—Capital £500. Objects: To carry on the business of manufacturers of and dealers in chemicals, gases, drugs, medicines, etc. R.O.: 74 Commercial Street, Kenfig Hill, Glamorgan.

**PERMASTIC, LTD. (P.C.).**—Capital £30,000. Objects: To carry on the business of manufacturers of and dealers in all or any articles manufactured or derived from any form of plastic materials, etc. R.O.: 39 Lombard Street, E.C.

**R. GRAESSER, LTD. (P.C.).**—Capital £100. Objects: To carry on the business of manufacturing chemists, carbolic acid manufacturers, picric acid makers, etc. The first directors are not named. Solicitors: Stafford Clark & Co., 3 Laurence Pountney Hill, E.C.4.

**ANAESTHETORS, LTD. (P.C.).**—Registered in Edinburgh. Capital £100. Objects: To carry on the business of manufacturers of and dealers in anaesthetic apparatus, surgical appliances, etc. R.O.: 144 Saint Vincent Street, Glasgow, C.2.

**RILEYS (CHEMISTS), LTD. (P.C.).**—Capital £2,500. Objects: To acquire the business of a chemist and drug store proprietor carried on by J. Riley at 300 and 301 Long Lane and 38 and 39 High Street, both in Blackheath, Birmingham.

**JOHN HAIGH & COMPANY, LTD. (P.C.).**—Capital £10,000. Objects: To carry on the business of distillers, makers, vendors and importers and exporters of and dealers in all animal and vegetable oils, fats, waxes, pitch, coal tars and derivatives thereof, etc. Director: Fielding Haigh, 11 Brook Terrace, Slaitwaite, Yorks.

**SADKO BEAUTY PREPARATIONS, LTD. (P.C.).**—Capital £10,000. Objects: To acquire the trade mark "Sadko," and the goodwill of the business in connection therewith, to adopt an agreement with Lester V. Rothschild and Palmyre Rothschild, and to carry on the business of importers, exporters and manufacturers of and dealers in beauty preparations and requisites, etc. Solicitors: Herbert Smith & Co., 62 London Wall, E.C.2.

## Gazette

### Bankruptcy Acts

RECEIVING ORDER AND ADJUDICATION

CHALMERS, W., Smithy Hill, Shepley, near Huddersfield, chemist.



## Association Meetings

**Thames Valley.**—A special meeting of the Thames Valley District Branch was held at Kingston-on-Thames, on March 6, to consider the question of public medical service, Mr. Norman Dewey (president) in the chair. The meeting was well attended. Mr. A. F. Clarke (secretary) opened by referring to correspondence received from the local Branch of the British Medical Association. Mr. Dewey then put before the meeting the proposals of the doctors and those suggested by the committee of the Branch, which were:—

<i>Doctors' Proposals</i>	<i>Committee's Suggestions</i>
1. To be available for:—(a) Dependents of persons insured under the N.H.I. Acts, (b) Uninsured persons whose incomes do not exceed £250 per annum.	Agreed to.
2. Contributions:—Weekly by the patient, to be collected by the doctors responsible for the financial part of the scheme.	Agreed to.
3. Terms for dispensing by chemists:—Panel prices for drugs and fees. Scripts to be priced by an existing Pricing Bureau. Accounts payable monthly. Doctors to be allowed to dispense under the scheme.	Terms for dispensing by chemists:—Panel prices for drugs and fees. No discounting, responsibility of payment of accounts, monthly in full, to be the doctors'. All scripts under the scheme to be dispensed by chemists on the list of those who agree to the terms. No doctors to do any dispensing under the scheme, except in cases of urgency, as under the N.H.I. terms. Scripts to be priced by a Pricing Bureau. Patients to have free choice of chemist, and no reward, dividend or gift to be offered to patients to bring scripts to any pharmacy.
4. Prescriptions to be issued on a coloured form and available at any chemist's on the list.	Agreed to.
5. Limitation of supply of certain drugs, such as malt and oil, liquid paraffin, etc., also certain dressings.	Agreed to.
6. ....	The doctor to be adviser and prescriber only, and not to influence the patient in any way regarding the supply of medicine.
7. ....	A local committee to be formed of doctors and chemists in equal numbers, the members to be nominated by the two associations concerned, and a deduction of an agreed percentage to be made from dispensing fees towards the expenses of the committee. Members to hold office during the pleasure of the two Associations.

Commenting on the proposals, Mr. Dewey said the doctors in the area had not yet agreed upon the scheme, but he thought it desirable for chemists to be associated with it. Mr. W. S. Howells moved that the proposals of the committee be accepted, and they be authorised to negotiate further with the Branch of the B.M.A. for the area. This was seconded by Mr. C. J. Palmer. Most of those present spoke in favour of the scheme. Mr. Percy Sparks (Boots, Ltd.) said his company would support any proposals on the lines suggested. Mr. E. R. Jackson (Taylors, Ltd.) said he was in agreement with Mr. Sparks. The resolution was carried unanimously. The co-operative menace was considered after the reading of a letter from Lord Beaverbrook. It was decided to communicate with the local chamber of commerce.

## Festivities

### Glasgow Pharmacy Club Dinner

THE annual dinner of the Glasgow Pharmacy Club was held at the Grand Hotel on March 6 when over 100 guests were present. Mr. James McGillivray (president), with Mrs. McGillivray, was supported at the top table by Mr. A. A. Dick and Miss Dick, Mr. Harold Nixon (Liverpool), Mr. George Mackay (hon. president), Mr. David Black (vice-president) and Miss Black, Miss MacCallum (vice-president), Mr. D. G. Mackenzie, and Mr. J. B. McVittae. After dinner an excellent programme of song and story was well received, and the toast of "The Club," by Mr. A. A. Dick, was replied to by the president. The toast of "The Donors of Trophies" was given by Mr. D. Black and replied to by Mr. R. B. Graham (T. & H. Smith, Ltd.). "The Ladies" were toasted on the proposal of Mr. H. Nixon, and Miss E. Miller replied. Mrs. McGillivray presented the trophies to the following:—

**Ladies' Golf Section.**—Hunter trophy: Miss J. G. Brown. Guest trophy: Mrs. D. Duncan.

**Gentlemen's Golf Section.**—Mackay cup: R. M. S. Pollock. Smith cup: Hugh Campbell. Hatrick cup: E. Allison; W. Seivwright. Virol cup: E. Allison. Ucal cup: W. J. Moffat. Waide cup: Miss M. McAllister; Jas. W. G. McMaster.

**Angling Section.**—McEwan quaich: D. G. Mackenzie. Beaumont trophy: D. G. Mackenzie. Mahseer trophy: S. McConnell.

**Whist.**—Argyle rose bowl: Mrs. J. W. Downie.

**Badminton.**—Taylor cup: Miss J. G. Brown; Mr. A. Scott.

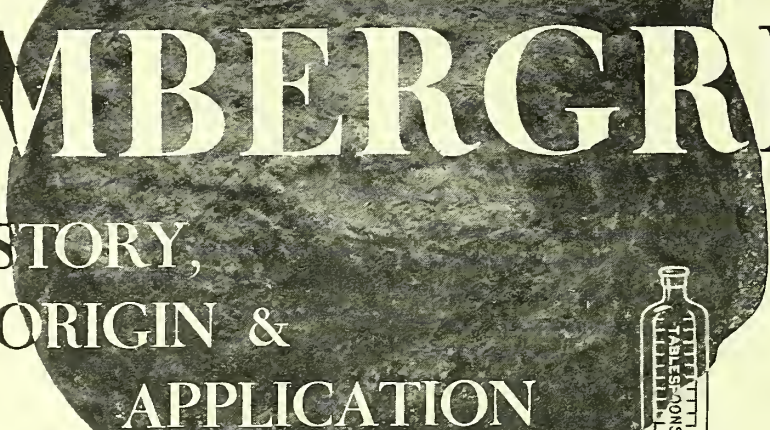
**Bowling Section.**—Greig trophy: D. G. Mackenzie. Cartwright trophy: D. M. Dick; W. Peebles; H. P. Arthur (skip). Cockburn cup: F. B. Gray.

"Auld Lang Syne" brought a very enjoyable evening to a close. A collection for the Benevolent Fund of the Pharmaceutical Society amounted to £3 11s. 9d.

### Annual Dinner in North Wales

AN enjoyable evening was spent on March 7, when 100 members of the Anglesey, North Carnarvonshire and Colwyn Bay Branch of the Pharmaceutical Society were present at the annual dinner, held in Colwyn Bay. The principal guest was Councillor Mrs. Hyde, O.B.E., chairman of the Colwyn Bay Urban District Council. Mr. C. Parry (who was in the chair) gave some interesting figures regarding National Health Insurance dispensing. He was very pleased to see so many young pharmacists present; it was to these young members that eventually the public would have to look for the carrying on of the old traditions. Mrs. Hyde said it was a great honour to be present at such an important gathering of eminent men who followed a noble calling, and who undoubtedly knew their job. It was to be hoped that more chemists would seek election on the councils of their districts. The training of the chemist was strict and the examinations hard, and rightly so, for theirs was a very responsible position. Mr. H. R. Evans (Bethesda) proposed the toast of "The Pharmaceutical Society." Mr. H. R. Jones (Conway), who responded, made a special appeal for loyalty both to the local branch and to the parent Society. He pointed out that the members of Council were as much subject to the law as were the lay members, and it was their duty to help all they possibly could rightly to interpret the law and to see that it was kept in the right spirit. Mr. L. G. Wood proposed the toast of "The Visitors," and said good comradeship and hospitality were the salvation of the individual and also of the nations. Mr. D. J. Williams (Ayrton, Saunders & Co., Ltd.) suitably replied. Mr. D. A. Bryan (Penmaenmawr) made a witty speech in submitting the toast of "The Ladies." There was dancing and whist after the dinner, and the evening was voted a great success. Prizes were given by Messrs. C. Parry, D. A. Bryan, Llewellyn Jones (Amlwch), H. A. Blades and L. G. Wood. Messrs. Mackintosh gave chocolate, and Mr. Clwyd Davies gave cigarettes. The M.C. for the dance was Mr. H. R. Evans, and the M.C. for whist Councillor A. E. Neal (Colwyn Bay).





# AMBERGRIS

## ITS HISTORY, ORIGIN & APPLICATION

*The Romance of AMBERGRIS by A. C. STIRLING*

THE word "Romance" is an unusual one to employ in an article of this nature, but ambergris is an unusual substance. Much nonsense about it has been written by novelists, and still more has appeared from time to time in the popular Press, but the contrast between its origin and its use is sufficiently striking to excite imagination. That over-indulgence in a favourite food by the largest existing mammal should provide an important ingredient of the finest perfumes, and, incidentally, a small fortune to the finder, can surely be considered to justify the title of this article.

Ambergris has been known and prized for many centuries. It was considered an important article of trade in Audoghost in North-West Africa before 1000 A.D., and in the tenth century Ibn Haukal classed it with black slaves and gold as one of the important products of the Maghreb. In the first half of the sixteenth century Leo Africanus records, amongst others, the following gifts made by the Sultan of Fez to a mountain chief:—"Fiftie men slaues and fiftie women slaues, sixteen civet-cats, one pound of civit and a pound of amber (amber-gris)." Ambergris in those days was probably prized partly for its own curious perfume but largely, as it still is in the East to-day, for its reputed aphrodisiac properties.

In those days and for long afterwards the origin of ambergris was a matter of speculation because all supplies were collected from the seashore. At one time it was thought to be the excrement of a bird or a form of congealed gum (which possibly explains its curious name). It was also at different times thought to be a form of bitumen or even a marine fungus.

### The Origin of Ambergris

Since whaling has become an established industry, however, much more is known about ambergris. It is now certain that it is produced only in the sperm whale, possibly only in the male, and then only at a time when the beast is feeding on squid,

or cuttle-fish (*Elodone moschata*), of which it seems inordinately fond. Numbers of the horny beaks or mandibles of the cuttle-fish are almost invariably found embedded in ambergris, and the generally accepted explanation of its formation is that it is a pathological growth caused by the irritation of these indigestible beaks in the whale's stomach.

The large number of small pieces which are collected on the shores of various countries, chiefly in Australia and New Zealand, and on the shores of the Indian Ocean, indicate the probability that the occurrence of this internal calculus is quite common, but that it is normally got rid of in the ordinary process of nature. Anyone who is familiar with ambergris will realise that for every piece that is collected hundreds must disintegrate, or remain undiscovered. The finding of large lumps on the seashore is very rare, although there is, of course, the classic tale of the black "mammy" in some unnamed island who sat down on a rock and after a while found that the rock had melted a little and stuck to her cotton dress. The chemist to whom she went to get cleaned up recognised it, and together they made a fortune out of the sale of the "rock."

### Big Finds

The big lump, illustrated in the title to this article (together with a 6-oz. bottle for comparison), which weighed 184 lbs., and measured over six feet in girth, was, however, an exception, and was found in New Zealand a few years ago. It had obviously come from the stomach of a dead whale and had never even passed into the bowel. It was a rough, dark-coated lump containing an unusual quantity of cuttle-fish "beaks," and was wet and evil smelling even after its arrival in London. Apart from such few exceptions the big "finds" are all the product of whaling stations where the sperm whale is caught and cut up. One of the largest lumps ever found came on the London market in 1913 and weighed something over 336 lbs., and since then there have been several pieces ranging in size from 100 lbs. to 200 lbs.; the last important one was taken in Norwegian



waters in 1931 and weighed about 120 lbs. Although the whaling industry is almost exclusively in the hands of Norwegians, this is the only occasion on which ambergris has been taken from these seas.

These very large lumps are invariably found in the stomach of the whale, whereas "parcels" of 15 to 70 lbs. made up of a number of more or less spherical pieces, are occasionally found lodged in the bowel, which they partially block. These pieces are generally smooth, having been scoured free from dirt and *débris* and are of very good quality. The photograph below illustrates a recently found parcel of this type. It consisted of about thirty lumps weighing in all 205 ozs., the individual lumps varying between 5 ozs. and 25 ozs.

Apart from the fact that ambergris has a specific gravity of somewhere about 0.900 (and therefore floats) and that it melts at a comparatively low temperature, very little is known about its chemistry. A crystalline substance which has been given the name of "ambreine" has been separated from it, but, generally speaking, analysis is useless. In colour and appearance it varies so widely that it is extremely difficult for any but an expert to identify it. Parcels of spermaceti, gum, wax and unidentifiable substances are continually consigned to London in the mistaken belief, or pious hope, that they are ambergris.

There is very little doubt that Hasslauer is correct in stating that, owing to variations in food and the temperature of the water, the quality varies according to the part of the world in which the sperm whale is living at the time of formation of the ambergris.

#### The Finest Quality

White ambergris, which has been long exposed to the sea and sun is, especially in the East, considered the finest. It is comparatively rare and found only in small pieces, the largest recorded lump weighing only

20 ounces. The usual fine quality is silver grey or pale golden in colour. The colour, however, ranges from reddish through dark-grey and brown, sometimes mottled, to absolutely black. The black is the poorest and least valuable, as it is generally mixed with blood and faecal matter which gives it a strong and disagreeable odour. The odour of ambergris is very characteristic but difficult to define; it has been described as "musty," "musky" and "earthy," but, in the fine qualities, it is not unpleasant and is reminiscent of the sea. Although ambergris is a very valuable substance and over £10,000 has been paid in the past for one lump, the popular idea of its worth is greatly exaggerated. Small lots of the finest quality when dried and cleaned have in the past been sold to the East and to perfumers for as much as 120s. an ounce, and, even in these times of depression, still command a very high figure, but such lots form only a small fraction of the ambergris which comes on

the market. Normally, dealers are offered parcels of mixed qualities in a more or less dirty and sometimes wet condition and the estimation of their value is extremely difficult. The purchase of a large lump can fairly be described as a very hazardous speculation. The most valuable part of a large block is the heart or core, and this is invariably surrounded by a stratified crust of very varying thickness. Pockets of inferior black quality are inevitable, and black and useless dust is generally found between the different layers. Big pieces are generally damp even on the outside and always damp in the middle, so allowance must be made for loss in weight up to as much as 15 per cent. or even 20 per cent. All these factors have to be taken into consideration and can only be estimated, so it is perhaps not altogether surprising that buyers of such parcels are difficult to find. Only experience can make such purchases possible, and experience is an expensive thing to buy in the ambergris market.



AMBERGRIS TAKEN FROM THE BOWEL OF THE SPERM WHALE

#### The Practical Application of AMBERGRIS by W. A. POUCHER, Ph.C.

THE method of making ambergris extract has changed during the past two centuries. Some French perfumers and confectioners originally prepared an essence by rubbing down the ambergris with sugar candy in a mortar and digesting the same in a mixture of s.v.r. and rose spirit, while exposed to the heat of the sun. Others added to the above some musk, cinnamon, lemon, orange, rose and lavender. According to an account given in probably the earliest English treatise on perfumery by Charles Lillie in 1822, 1½ oz. of ambergris was mixed with

30 grains of musk and 20 grains of civet. The whole was reduced to fine powder with dry and hard loaf sugar. To this was added the juice of a quarter of green unripe lemon and the whole transferred to a large thick bottle containing 3 pints of s.v.r. After luting the stopper by tying a piece of bladder over it, the bottle was placed in the constant heat of horse dung or sand for twenty-one days. According to the Lillie's editor—Colin Mackenzie—this made as fine a spirit of ambergris as could be prepared.



### Modern Methods

To-day the extract is produced in a simpler manner. Thirty grammes are reduced to powder and added to 1 litre of alcohol. The bottles containing about 5 litres are placed in a shaking machine and agitated for several days at a temperature of 25° to 30° C., this aiding the solution of the ambreine. The bottles are then removed and placed aside with occasional shaking for as long as maturing can be afforded. Filtration is effected a few days before use. Maturing of the extract is more vital in the case of ambergris than in any of the other animal infusions. A raw and unmaturing extract is valueless in perfumery. The maintenance of the product at the above-mentioned temperature is the best means of hastening maturation. So far no mention has been made of the different types of ambergris which may be employed, but naturally this has a considerable bearing upon the fineness of the resulting bouquet. Nearly four years ago, through the courtesy of Mr. A. C. Stirling (R. C. Treatt & Co., Ltd.), the author was able to put down ten different and distinct types of ambergris and some notes upon the recently filtered extracts may be of interest:—

- Sample No. 1, Colour pure white—origin New Zealand—easily disintegrated—nearly all dissolved in alcohol with no resinous globules adhering to bottle—colour of extract pale—odour clean and fine.
- No. 2, Silver grey colour—origin New Zealand—rather difficult to rub down and somewhat gummy. Solution as above—colour of extract medium—odour fine.
- No. 3, Colour golden—origin North African coast—more brittle than No. 2—solution as above—extract light—odour exceptionally fine and stronger than No. 2.
- No. 4, Colour golden grey—origin Gulf of Aden—easily manipulated—high percentage soluble—colour of extract medium—odour superb and of slight animal character.
- No. 5, Colour pale yellow—origin Australia—almost plastic when rubbed down in mortar—little insoluble matter—colour of extract light—odour fine and clean.
- No. 6, Colour dark grey with golden striations—very gummy when manipulated—not so soluble and resinous oily drops adhering to bottle—colour of extract deep—odour fine but lacking freshness, slightly animal tone.
- No. 7, Colour black with some golden streaks inside—origin Azores—manipulation extremely difficult—very soluble—no adhering globules—extract colour light—odour not so pleasant.
- No. 8, Hard black—origin all parts of world—manipulation as No. 7—less soluble—adherent globules of oily matter—extract deep colour—odour having animal character.
- No. 9, Dry and dark grey—origin Persian Gulf—rubbed down fairly easily—very soluble—many adherent oily globules—extract medium colour—odour slightly musty but excellent amber.
- No. 10, Colour dark reddish brown—origin Madagascar—when manipulated forms gritty powder—fairly soluble with some oily globules—extract dark in colour—odour less fine.

### Fine Perfumes

The use of ambergris extract is confined exclusively to the preparation of fine perfumes. To these it imparts a subtle "velvetiness" which is unobtainable with any other raw material. Of the four animal extracts it has the least animal character. While musk possesses the greatest diffusive power, ambergris has the longest duration of evaporation. If a 3-per-cent. solution of each extract is placed on clean absorbent paper, the musk will last only a few days while the ambergris will last for months. Some of the lighter flower perfumes are blended with ambergris alone, their delicacy of odour being much in tune with this type of extract. Perfumes having a deeper note require musk and civet as well as ambergris. Heavy perfumes such as chypre and amber contain castoreum also. Another remarkable attribute of both musk and ambergris is their quality of mellowing perfumes of an aldehydic character. Without these animal infusions, the aldehydes never lose their chemical note.

The percentage of ambergris extract which may be employed in a finished perfume depends largely upon its intrinsic character and to some extent also upon the tastes of its creator. It is quite impossible to lay down any hard and fast rules in this direction. Experience is the only guide. For instance, while 1 per cent. of extract would suffice in a cyclamen perfume, three times this amount would be desirable in a gardenia.

### Substitutes

The cost of ambergris extract has no great material consideration in the preceding remarks, but when a cheaper perfume is required then the substitutes have to be considered either with a view to partial reduction of the amount or perhaps even complete replacement of the genuine extract. A number of artificial ambers exist—indeed, all firms of repute are able to offer products having some resemblance to the ambergris odour. Many of these are based upon labdanum—the oleo-resinous secretion from the leaves of several species of *Cistus*, a genus of the rock rose family. These plants are widely distributed over the rocky ground of the countries bordering the Mediterranean. The resultant commercial product differs considerably in odour, due in some cases to the different methods of treatment, but in the author's opinion the finest is obtained from plants growing in the Esterel—the country lying to the west of Cannes on the French Riviera. Some firms extract the oleo-resin with petroleum ether, while others use alcohol, a few offer a distilled oil of remarkable tenacity. These synthetic

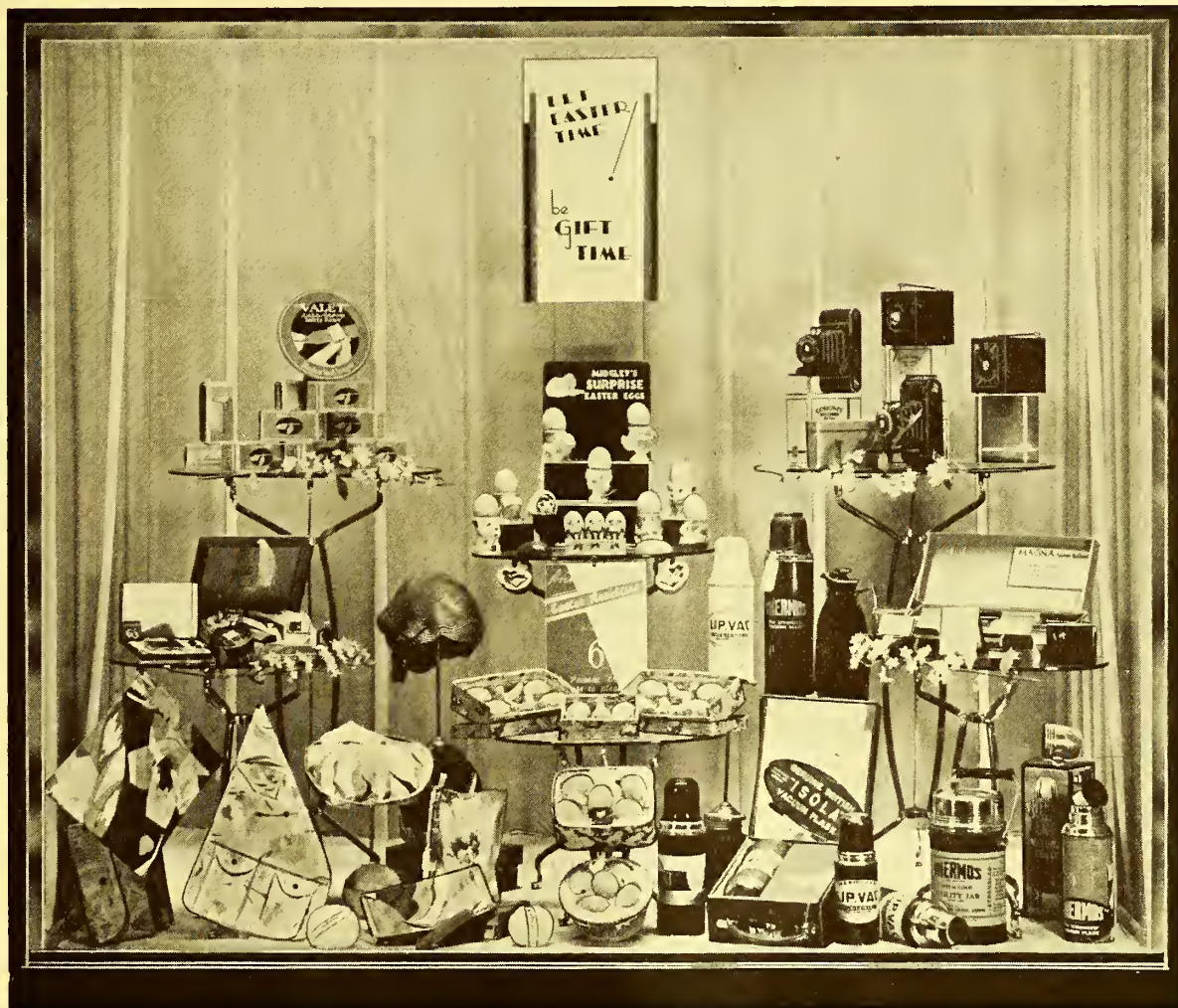


SPECIMENS OF CUTTLE-FISH BEAKS FOUND IN AMBERGRIS

ambers are offered in solid, semi-solid and liquid forms, the labdanum being skilfully blended with substances such as civet, castoreum, tolu and Peru balsams, oak-moss resin, benzoin, patchouli, vanillin, and artificial musk. A little-used oil which on evaporation has an odour distinctly resembling ambergris is that of cypress obtained from the leaves and young twigs of *Cupressus sempervirens*. This was first pointed out by the author in a monograph published eleven years ago. Of the purely chemical bodies, the most important one having an amber odour is methyl nonyl acetic aldehyde in which also the note of orange blossom is evident on extreme dilution. It is sometimes sold as amber aldehyde.



# Display for the Chemist — A Window for ★ EASTER ★



*Display and background by A. A. Jackman*

THE theme of the C. & D. window display illustrated on this page is an attempt to stimulate sales at Easter time by showing suitable gifts, and so linking up with the considerable publicity which is at present being given, in the national Press and elsewhere, to the desirability of making "Easter Time—Gift Time." There is not the slightest doubt that if the public can be induced to spend money on gifts at this time of year, business generally will derive great benefit. But it is equally clear that if support from the retail trades is not forthcoming, success for the scheme will be much less certain. It is up to every retailer, therefore, to do his bit. The idea for this window display originated in a letter from the secretary of the National Pharmaceutical Union to branch secretaries, in the course of which Mr. Mallinson suggested that the featuring of

Easter gift windows was "a movement which can be supported by chemists." Accordingly, we invited Mr. Mallinson to see the display, and we are permitted to state that it meets with his entire approval. The design will of necessity have to be modified to suit different windows, but the point which we wish to emphasise is that if every one of our readers will attempt a special display on the lines indicated, then some success for the Easter gifts campaign will be assured.

## Suitable Goods

It is perhaps desirable to make it clear that the articles displayed are mostly ordinary stock lines (with the exception of the Easter goods) so that no great outlay is necessary to produce this type of window. Easter soap "eggs" and other novelties are already associated in



the public mind with this season and, therefore, should not be omitted from the display. Most pharmacies can produce the remaining (or similar) lines such as cameras, vacuum flasks, nail brushes, sponge bags, bathing caps, safety razors, "travelling companions," and gift sets.

Perhaps the best method of describing a window is to follow the order in which it is dressed. First, then, the background and sides must be considered. In the model display these consist of drapes and tubes of crêpe paper, the colours of which are indicated by means of a colour key, the numbers referring to the current list of the Dennison-Victor Co., Ltd., of London. No difficulty attaches to the draping of this window, as the scheme has purposely been kept on simple yet effective lines. Next in order come the fittings; those used in the model window on this occasion comprise a set of chromium-plated stands (2826) supplied by Clements, Newling & Co., Ltd., 96 Wood Street, London, E.C.2. Small display stands (2777), also from Messrs.

Clements, Newling, are used in addition. We are indebted to the following for the loan of the goods shown in the model display:—Bourjois, Ltd. (Easter "eggs" containing Evening in Paris perfume, and coffrets); T. F. Bristow & Co., Ltd. (Easter goods); Coronet cameras (by courtesy of Thomas Christy & Co.); Gillette Industries, Ltd. (safety razors); Isola, Ltd. (vacuum flasks); Lipvac Flasks, Ltd. (vacuum flasks); S. Maw, Son & Sons, Ltd. (nail brushes, powder cases, sponge bags, bathing caps); C. Midgley, Ltd. (Easter goods); Solport Bros., Ltd. ("travelling companions"); Thermos, Ltd. (Thermos products); and Vinolia Co., Ltd. (Easter goods). The window is completed by the inclusion of an appropriate showcard telling in as simple a manner possible the purpose of the display. In writing the showcard it should be remembered that such phrases as "Easter Gifts," "Useful Gifts," etc., must be avoided as it cannot be presumed that the public already associate "Easter" with "Gifts." An invitation to "Let Easter Time be Gift Time," however, is appropriate, and was actually used in the model window. We illustrate also a second C. & D. showcard "Why not a Gift this Easter?" which was prepared as a suitable alternative or for use in a further window if desired. We have

frequently been asked where the showcards used in the C. & D. model window displays can be obtained, and we would repeat that these cards are specially written to our specification, and can be obtained at a cost moderate for such work, or may be copied without fee or acknowledgment by any ticket writer. Many chemists, of course, make their own showcards with considerable success.

### Model Displays

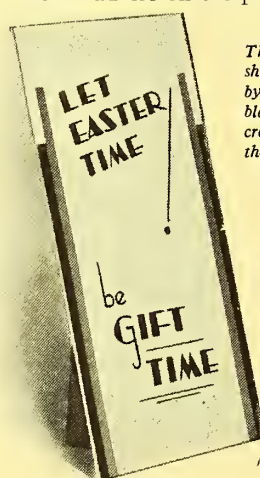
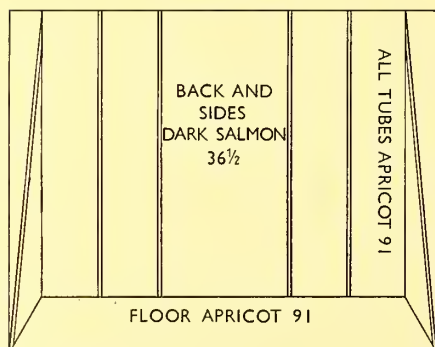
Since the introduction of this feature (C. & D., October 28, 1933) no less than eight different and specially designed model window displays have been illustrated and details of their construction given. The windows are dressed by a practical window display expert who has had considerable experience in the drug trade. The essential feature of the designs is their simplicity, and they are by no means offered as examples of the most advanced display practice, but rather as suggestions to help the chemist to make the most of existing display facilities. That they are of practical

assistance to our readers is evident by the number of inquiries which have reached us on various aspects of display work. The C. & D. model window is constructed so as to enable us to prepare displays of almost any size and shape, and the fittings already used include standard bars and brackets, tripod type stands fitted with glass ovals, and display cubes. Efforts will be made to introduce into the window as wide a variety of fittings as possible so that every taste may be catered for. The subject of lighting receives special attention; in the display shown on the previous page the illumination consisted of one 100-watt lamp to each foot of the window. Two different types of Siemens' silvered-glass reflectors were used in separate rows of eight reflectors each. One row consisted of intensive reflectors, and the other of extensive reflectors. For the photograph, additional light was supplied by two powerful floodlights. Readers experiencing any sort of difficulty in matters of display, in the construction of windows, or in connection with illumination are invited to send us details, preferably with a sketch, when we will obtain for them expert advice on the points raised.

## In this Section

A Window for Easter  
Shelf Displays  
Lighting Effects  
Meeting Store Competition  
"Ubique" on Showcases  
Practical Display Hints

Colour Key



The two Easter gift showcards (10 in. by 18 in.), with black letters on a cream background; the sides are blue and green.







# Shelf Displays

THE three shelf displays illustrated on this page were built up in the C. & D. window display department to interest those of our readers who prefer to devote a single shelf, rather than a larger portion of the window, to one subject. On the first shelf are displayed three well-known proprietary tooth-pastes, and although the sizes and shapes are similar—the “regiment of soldiers” effect, so often seen, has been avoided. A C. & D. showcard “Guard Your Smile—by the Regular Use of a Good Tooth-Paste” is employed, and extension clips utilise the edge of the shelf above. The second shelf is dressed with a range of hair preparations made available by courtesy of Macleans, Ltd. These particular lines are elegantly packed, and give a bright colourful effect, especially under artificial illumination. As the matter of hair tonics is of perennial interest to the



public, a C. & D. showcard “Give Your Hair a Tonic: To-night is the Best Time” is used. The third shelf shows a range of tablets loaned by Arthur H. Cox & Co., Ltd., and use has been made of this manufacturer’s showcards. Here, again, the “soldiers” effect, too often seen in chemists’ windows, has been carefully avoided. Interest has been added to the display by the inclusion of a glass of water, and by taking a strip of fairly stiff coloured material from the words “Relieve that pain” to the aspirin tablets shown in the foreground. Shelf displays, such as those illustrated, form a convenient means of varying the window at frequent intervals without the necessity for a complete change.





# Lighting Effects

—and how they can be used to add Novelty to the Window

By H. LINGARD, A.M.I.E.E.



EVERY retailer will at some time or other resort to movement in his search for new methods of attracting attention to his displays. The eye-appeal of a moving object is irresistible. Any display incorporating animation is infinitely more effective than one in which "nothing ever happens." There are, however, definite limits to the amount of mechanical movement that can be introduced into the window, and the use of lighting to give the appearance of animation is a much more subtle way of achieving the object, since it is applicable to every kind of dressing, and if well designed can produce endless novelty. Shiny objects pick up lighting effects in a most attractive manner, and this is particularly noticeable when coloured lighting is employed.

A window with two distinct lighting systems, each of which is switched on in turn, is one simple manner of achieving the object. One system may consist of overhead lighting from top reflectors and the alternative system may be side or foot-lighting. A complete change in the appearance of the display is secured when changing from one to the other system, and even the casual passer-by will pause to investigate the cause. This method, which applies to the whole display area, only calls for a motor-driven sign-type flasher in addition to the ordinary lighting equipment. A modification of the foregoing consists of two 100-w. window floodlights arranged one at each side of the window to illuminate some central feature in the dressing. The use of an inexpensive two-way thermal flasher to operate these two units alternately produces an amusing effect, but is inclined to focus attention on only one part of the display.

## Coloured Window Lighting

Much has been written on the pros and cons of coloured window lighting, the chief argument urged against it being that of misrepresenting the goods. Now while this objection may be quite legitimate for the old-fashioned milliner, it does not apply with the same force to the ordinary chemist's window. The chemist has a very wide range of different goods, and coloured lighting would be very effective on some of them. The advantages of such lighting are obvious; beauty, novelty and a vivid individuality. Add to colour lighting the vital faculty of animation and you have a combination which does not merely attract, but compels attention. Take for example a 10-ft. window dressed with toilet goods. The lighting system may consist of red strip lighting down one side and green on the other, the top reflectors divided at the centre into five blues and five oranges. The four distinct colour systems can be operated by a four-way motor-driven sign-type flasher with the contacts adjusted to give a specified period of operation for each colour. Imagine that at the commencement the red side-lighting is on, giving a warm glow to the whole display. The addition of the green lighting from the other side produces interesting coloured cross-shadows. The

cycle of operations can then be arranged to build up the other colours until the admixture of all four produces an approximately white light, and can then return to the starting point by running through each of the colours separately, finishing up with the red. Each individual effect should occupy from five to ten seconds, so that the whole operation will take some 40-80 seconds.

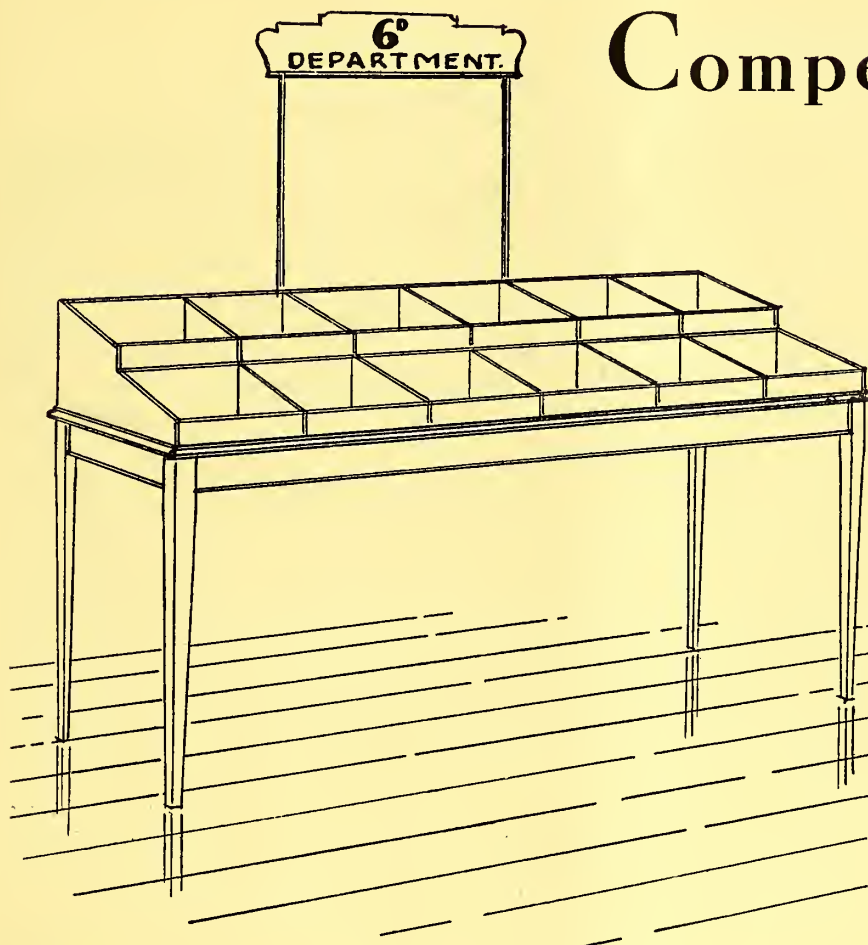
Almost any cycle of operations can be achieved by means of such a flasher, and can be changed from time to time either by resetting the flasher contacts or fitting a fresh drum. Care should be taken not to mix white lighting with colour, since the effect of the colours is weakened by dilution; and the best medium for obtaining coloured light is the gelatin screen attached to the reflector, and not colouring on the bulbs of the lamps. An exception to the latter rule can be made for strip lamps, which should either be colour-sprayed or dipped in a good lamp varnish.

## Suitable Equipment

The most refined form of animated colour lighting is unquestionably that in which a three-colour motor-driven dimmer is used. The lighting equipment may be at the top and sides, as described above, or may be all at the top. The colours chosen should be red, green and blue—the primary colours—and good screens giving fairly pure colours should be employed. The dimmer plates will gradually build up the intensity of each colour by imperceptible stages, and then dim it down to zero in a similar manner. The beauty of this system depends entirely on the speed at which each dimmer operates with respect to its companions. If, for instance, each dimmer brought its colour from-dim-to-full-to-dim in the same time, the combined effect of the three colours would be repeated every time, but if each plate runs at a different speed the period during which there is no repetition of effect may be very much longer than one revolution of any particular plate. For example, suppose the red plate goes from dim-to-full-to-dim in 20 seconds, the green in 25 seconds, and the blue in 30 seconds, the time before all plates starting from zero return to the same point (or are "in phase") will be the l.c.m. of 20, 25 and 30—i.e., 300 seconds, during which time a fascinating series of colour effects will have been produced. By fixing the speed ratios more closely, even longer periods may be achieved before any repetition in effect occurs. In specifying a dimming device of this type the speed of the plates should be given (these should preferably be cycle-chain or gear drive), and each plate should be wound to just dim out the lamps for each colour circuit. Those who experiment with changing window-lighting will find that the fascination of the subject grows as the complexity of the system increases. Chemists interested in the flashers and dimmers referred to in this article are cordially invited to visit the Lighting Service Bureau, 2 Savoy Hill, London, W.C.2, where they can inspect representative apparatus.



# Meeting Store Competition



		Fl. oz.	
Glycerin	...	5	6d.
Gly. and rose water	...	5	6d.
Olive oil	...	6	6d.
		Drachms (with brush)	
Tinct. of iodine	...	4	6d.
Hyd. peroxide	...	4	6d.
		Grains	
Aspirin tablets	...	12 x 5	1½d.
		Drachms	
Boracic lint	...	3	1d.
		Oz.	
Camphor	...	½	1½d.
Boracic powder	...	4	3d.
Cotton wool	...	2	3d.
Cotton wool	...	¾	1d.
		In.	
Bandage	...	2	2d.

The above short list does not include the wide range of hair preparations and similar articles sold by the stores. There appeared to be no cause for complaint as regards the "get up" of any of the products. The bottles, for example, were all of suitable quality glass, and in most cases were properly corked and capped. Neat and legible labels were used, and several of the lines were

THE problem of store competition is one of the most serious with which the private trader is at present faced. So far as the chemist is concerned many of the lines which are in daily demand in the pharmacy are also to be found, in enormous quantities, on the counters of the hundreds of stores throughout the country. These goods include a wide range of proprietary articles together with such strictly pharmaceutical products as glycerin, hydrogen peroxide in two strengths, aspirin tablets, olive oil, tincture of iodine, camphor, and various dressings, to mention only a few from a comprehensive list. There is at present nothing, of course, to prevent the stores from selling these and many other similar lines, but in the case of packed drugs and dressings they appear to be at some disadvantage as regards the advice which is so frequently an essential part of such sales. Many of our readers may reasonably assert that it is difficult, in view of the great buying power of the stores, to compete with them at a profit. It will perhaps be of interest, therefore, to consider several pharmaceutical products sold by stores from the points of view of quantity and price. From a list of items purchased the first column gives the name of the article, the second the quantity, and the third the price:—

wrapped in transparent material, giving them, in short, the appearance usually associated in the public mind with the products of the pharmacy. A point of importance, however, arises in the fact that these goods are sold without any sort of professional advice, but, on the other hand, their properties and uses are well known to the majority of the public, and they sell readily on sight.

As a means of competition a display counter of the type illustrated on this page has met with some success, especially when kept stocked with the goods most prominently featured at the local stores. Moreover, it should not be a difficult matter to direct the attention of customers to this innovation. The counter shown was designed by a well-known firm of pharmacy shopfitters, and does not detract from the dignified appearance of the pharmacy. A fair amount of shop space is, naturally, desirable so that full benefit from the installation of the counter may be obtained. In conclusion, we may state that we are aware of the objection frequently raised to the display and sale of low-priced lines on the ground that the larger sizes will suffer. On the other hand, however, the possibilities of the popular price market should not be overlooked.



# SHOWCASES

By UBIQUE



IN the matter of equipping a pharmacy with a view to display, the art lies in striking a correct balance in the choice of types of showcases. Some thirty or forty years ago it was deemed almost an insult to the chemist's intelligence if the shopfitter offered him any other but the most ornate fittings, loaded with scroll work and carving of every description. No allowance was made in those days for the fact that, apart from the exteriors being veritable dust-traps, their very striking qualities, achieved at no little expense, definitely counteracted the chief purpose for which they were constructed, namely, that of showing their contents to the best advantage. The ideal showcase, whether it be used as a counter or for the wall, should be as unobtrusive as possible. The pharmacy should be fitted for the customer, and not for the lavish appearance of as much richness of polished wood, mirrors and so forth, as can be crowded into the space available; and for that reason the best shopfitter always advises, wherever finances allow, clean straight lines and frameless glass doors. This idea, however, must not be run to death since some scope must be given for the artistic tendencies of the chemist. A long sweep of wall or counter formed by exactly the same run of cases would break the heart of the best dresser in the world, and it is here that the happy balance must be struck. In the writer's opinion the easiest way of depicting his ideas is by illustration of an actual pharmacy so fitted. The one in question was fitted by Philip Josephs & Sons, Ltd., and is that of William Allen (Chemists), Ltd., Harrow, whose managing director, Mr. S. Kuby, has given permission for the photographs to be taken.

In the photograph above there is shown the left interior wall and from the shop door to the level of the front of the serving counter, which in this case runs across the width of the shop and is some 16 feet long. Its essential, as well as ideal, is to be covered with showcases or fittings which will attract the customer with the display of their contents. Let us go further into the matter; the showcases must be neat and unassuming; they must show and store, the latter since few premises are so happy as to have sufficient rear space for holding all but that stock required for immediate selling; they must in some way be broken up since 16 feet straight run would turn their sparseness into monotony; and the spaces occupied by the breaks must not be wasted. This is a formidable list of requirements but easy enough to overcome with the aid of experience and thought. The showcases selected are, in the writer's opinion, the best of their kind. The lower parts are cupboards with neat panelled doors and contain a vast amount of heavy goods, such as surgical appliances, which do not make an attractive display but which must be kept at hand. The upper parts are fitted with frameless sliding plate-glass doors on patent rollers, which answer to a flick of the finger and, best of all, are the full depth of 1 foot throughout. In the old-fashioned and still popular type of case the bottom part alone is this depth; there is, then, an open space of a foot or so and the upper section measures but 6 inches from back to front. It is difficult to ascertain why, except of course in exceptional circumstances, this latter type still holds sway since on a brief comparison of the respective merits



the former so easily wins. In the old pattern the open centre portion is not only the writer's anathema, a dust-trap, but also invites the inevitable "light-fingered gentry" to test their skill, while the shallowness of the top allows only for patents, shaving sticks and the like, the matter of artistic dressing being out of the question. Here is a very different situation. The full depth has given scope for an attractiveness of which full advantage has been taken, and on examination it will be seen that two sections have had shelves temporarily taken out, while the whole is enclosed with plate-glass unmarred by wood frames and accessible by a touch. In the centre breaks originality occurs. The two showcases, each some 7 feet long, are divided by a plate-glass mirror recessed against the wall, standing on a sponge case which opens with a drop-glass door and is fitted with a wire cage. The top of the latter forms a useful counter for open dressing, built up on pedestals if desired, and, a small point, but one which shows a keen knowledge of the art of pharmacy fitting, is that the height of this sponge case has been slightly raised above the lower parts of the showcases (as well as standing out some few inches) so as to make the break from possible monotony complete. The difference between this and a bare run of cases on a long wall must be seen in practice to be fully appreciated, but the writer has not yet seen anything to beat it in appearance or utility.

### Originality the Keynote

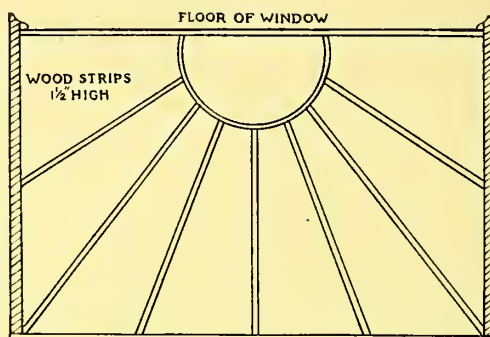
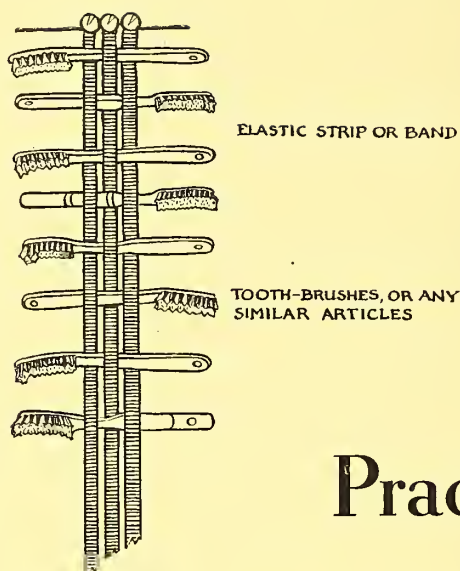
The second photograph shows the opposite wall, the section brought into prominence being the centre break between the two cases which are, themselves, identical with those already described. Here again originality has been the keynote since under the recessed mirror, which is exactly opposite its counterpart, is a nest of drawers. These have solid bevelled fronts and the top one is fitted with a clear plate-glass inspection plate which enables the

customer to look down into its contents. The value of these drawers for tooth-brushes, nail-brushes, combs and other small articles is inestimable. In this photograph, also, the serving counter is shown. This is of the Ideal type, and the writer has not yet met a fitting that has so well lived up to its name. The centre section is of the quick-serving type, being fitted inside with light oak trays tiered in depth, and pulling out from the back as drawers. It is thus possible for a tray containing, say, sponge bags, to be extracted complete and placed on the counter top for the customer to handle. Above these trays is a plate-glass shelf accessible by frameless sliding plate-glass doors; the value of this for artistic dressing can easily be imagined. The two end sections are of the customary glass-fronted type each fitted with nests of drawers behind, their solid wooden tops being useful for bearing the till, counter scales or open dressing. The whole forms a complete unit, and Mr. Kuby has had the centre portion brilliantly flood-lit by strip lights which greatly enhances its selling propensities.

The first photograph also shows one of two small special display counters made to suit Mr. Kuby's ideas. They are some 3 feet long by 3 feet high with sloping fronts, tapering from a depth of some 18 inches at the bottom to 1 foot at the top. They are of the all-glass type fitted with two adjustable glass shelves, and their small size and weight allows them to be easily moved for special displays in any part of the shop. The attractive dressing is here greatly enhanced by the antique galleon in full sail which sets both the interior and exterior display off to good advantage. In conclusion, a word of advice. Do not overcrowd the showcases. Mr. Kuby has informed the writer that the above-described small counter has paid for itself many times over and yet the number of its contents is perhaps a score. Too crowded a display only gives a blurred effect to the customer's eye; far better to show a few well dressed and to change every few days.

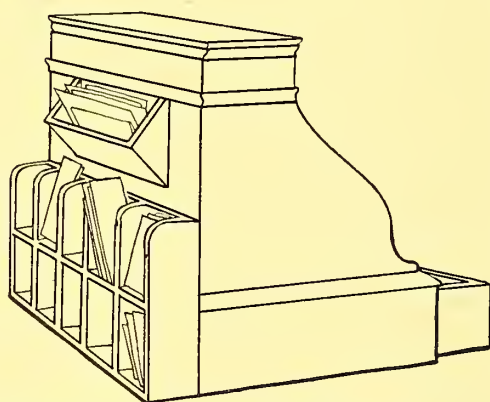




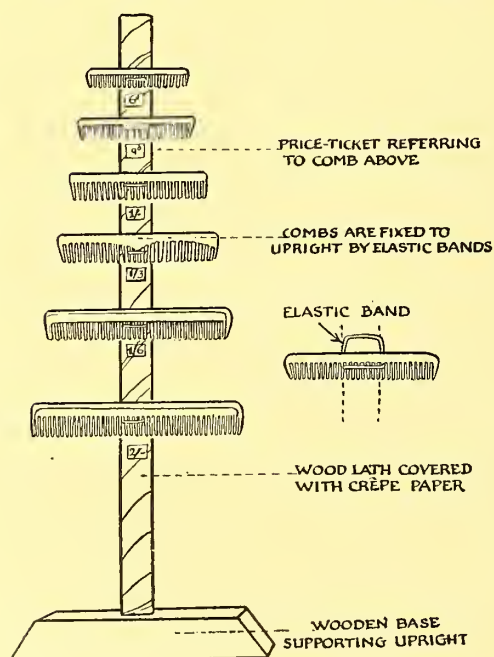


PARTITIONS TO BE FILLED WITH GUMS, LEAVES, FLOWERS, ROOTS, CHEMICALS, ETC

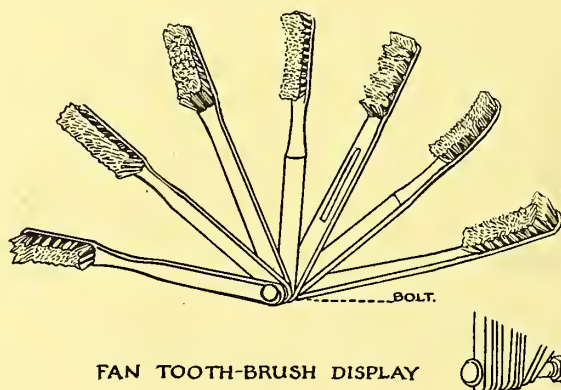
## Practical Display Hints



USEFUL RACK ATTACHED TO THE CASH REGISTER AND INTENDED TO HOLD BOOKLETS AND ADVERTISING MATTER



THE illustrations on this page show several useful display ideas which have been collected from various sources, mostly from outstanding windows in the London area. Their appearance in this section may enable some of our readers to use them as they stand, or perhaps to adapt them to a special requirement. There appears to be no limit to the ingenuity of the window dresser, and the difference between success and failure of a display often depends on the exercise of this faculty. Practical display hints such as those illustrated cost very little to put into operation and give to a display the finished appearance necessary to distinguish it from others. Something different is indicated in the manner of dressing the average chemist's window (or counter), and as the goods remain more or less constant, change can only be obtained by varying the methods of display. Ability in this respect distinguishes the good from the commonplace window dresser. Many of our readers, in the course of everyday work, probably hit on some really useful display "wrinkles" which, if passed on, would be of general interest and help. With this in view, the Editor invites subscribers, and their assistants, to send him their display ideas, accompanied by a rough sketch, with a view to publication. The ideas, of course, must be practical, and each one used will be paid for at our usual rates. This is an opportunity, especially for the "live" assistant, to show his (or her) skill in matters of display.





# Ammoniated Tincture of Quinine

IN view of a report in THE CHEMIST AND DRUGGIST of December 9, 1933, on a deficiency of  $\text{NH}_3$  in ammoniated tincture of quinine, Mr. W. Forster, Ph.C., has made the following tests in order to ascertain if there is a loss of  $\text{NH}_3$  in shop bottles.

The 1932 B.P. states that liquor quiniæ ammoniatus (tinctura quiniæ ammoniata) contains 1 per cent. weight in volume of  $\text{NH}_3$ ; the limits are 0.9 per cent. to 1.05 per cent. Thus, with a standard of 1 per cent. the B.P. maximum is 5 per cent. above; with a standard of 1 per cent. the B.P. minimum is 10 per cent. below. A sample of the maximum strength (1.05) could lose 15 per cent. of  $\text{NH}_3$  and still be B.P. of the minimum strength (0.9). For the purpose of analysis any  $\text{NH}_3$  above the maximum will be regarded as excess; conversely, any  $\text{NH}_3$  below the minimum will be regarded as deficiency in the samples tested. The samples were collected from Winchester bottles that had been opened and shop rounds that had been filled from the same stock in the Winchester.

Sample A { Ex Winchester contained 1.06675 per cent.  $\text{NH}_3$ . Excess 1.595 per cent.  
Ex shop bottle contained 1.00725 per cent.  $\text{NH}_3$ . 4.07 per cent. below the maximum of 1.05.

Note.—This was chemist's own make, and the 35-oz. shop round was about half empty and had lost 5.67 per cent.  $\text{NH}_3$ .

Sample B { Ex Winchester contained 1.06 per cent.  $\text{NH}_3$ . Excess 0.95 per cent.  
Ex shop bottle contained 1.02 per cent.  $\text{NH}_3$ . 2.857 per cent. below the maximum of 1.05.

Note.—The chemist bought the Winchester from a reputable wholesale house. The 20-oz. shop bottle was half full and had lost 3.77 per cent.  $\text{NH}_3$ .

Sample C { Ex Winchester contained 0.969 per cent.  $\text{NH}_3$ . 7.714 per cent. below the maximum.  
Ex shop bottle contained 0.935 per cent.  $\text{NH}_3$ . 10.95 per cent. below the maximum.

Note.—This was the chemist's own make, and his shop bottle of 20-oz. capacity was nearly empty. The loss in his shop bottle was 3.5 per cent. of the  $\text{NH}_3$ .

Sample D { Ex Winchester contained 0.9945 per cent.  $\text{NH}_3$ . 5.28 per cent. below the maximum.  
Ex shop bottle contained 1.003 per cent.  $\text{NH}_3$ . 4.47 per cent. below the maximum.

Note.—The shop bottle had been filled some months ago from the Winchester; both were half empty when samples taken. The Winchester was stored on a wall, and a fire is kept going on the other side of this wall. This storage in a warm place during the day would appear to account for lower strength in Winchester. The tincture was purchased from a wholesale house and obviously had lost  $\text{NH}_3$ .

Sample E { Obtained from a branch of a multiple firm.  
Contained 1.037 per cent.  $\text{NH}_3$ . 1.23 per cent. below the maximum.

Sample F { Ex Winchester contained 0.718 per cent.  $\text{NH}_3$ . 20.2 per cent. deficient in  $\text{NH}_3$ , i.e., below minimum.  
Ex shop bottle, stoppered, contained 0.85 per cent.  $\text{NH}_3$ . 5.5 per cent. deficient, i.e., below minimum.

Sample F was got from a chemist, who bought it from a wholesale house. It was kept in a very badly corked Winchester, and the cork was old and worn and so pointed that it merely sat loosely in the neck.

Sample F in shop bottle filled from this Winchester some time ago, evidently before so deficient, was in a stoppered bottle and was 5.5 per cent. deficient in  $\text{NH}_3$ .

Sample G.—A 10-c.c. sample containing 1.007 per cent.  $\text{NH}_3$  was exposed in a 10-c.c. graduated flask having a very narrow neck, was weighed and exposed unstoppered for four hours, lost 15 milligrams in weight, and was found to contain 0.986 per cent.  $\text{NH}_3$ , having lost 2 per cent.  $\text{NH}_3$ .

One wholesale house usually sends this preparation out about 1.06 per cent.  $\text{NH}_3$ .

## CONCLUSIONS

It is evident liquor quiniæ ammoniatus loses  $\text{NH}_3$  in shop bottle, frequently opened, and it is advisable to buy it or make it of maximum  $\text{NH}_3$  strength, and keep in securely stoppered bottles in a cool place.

# Westminster Wisdom

## Notes on Parliamentary Matters

### METHYLATED SPIRIT DRINKING

In reply to a question put by Mr. McEntee on March 12 regarding the number of persons convicted in England and Wales for drunkenness attributed to the drinking of methylated spirit, the Under-Secretary of State for the Home Department (Mr. Douglas Hacking) gave the following figures of convictions for each of the years 1928-1932:—

England and Wales			County of London		
1928	...	446	1928	...	40
1929	...	409	1929	...	39
1930	...	476	1930	...	22
1931	...	582	1931	...	24
1932	...	596	1932	...	30

It will be appreciated that the figures include cases of persons who have been convicted on more than one occasion. Full particulars for the year 1933 are not yet available.

# Trade-Mark Applications

The figures in parentheses refer to the classes in which the marks are grouped. A list of classes and particulars as to registration are given in "The Chemist and Druggist Diary," 1934, p. 304.

(From "The Trade Marks Journal," March 7, 1934.)

- "THRIF-TOL"; for all goods (2). By Ayrton, Saunders & Co., Ltd., 34 Hanover Street, Liverpool. 547,280.
- "MAXOCOLOR"; for chemicals (2). By Imperial Chemical Industries, Ltd., Millbank, London, S.W.1. 548,006.
- "PINNACLE"; for all goods (2). By Wilkins, Campbell & Co., Ltd., The Green, West Drayton, Middlesex. 540,980. (Associated.)
- "LESCOLAX" and "LESCOL"; for medicinal chemicals (3). By The London Essence Co., Ltd., 53 Glengall Road, Peckham, S.E.15. 545,186/187. (Associated.)
- "ZONOL"; for medicated tablets for internal use (3). By G. Quinlan and S. B. Morgan, 30-34 Langham Street, London, W.1. 546,033.
- "KARMOCHOC"; for all goods (3). By Laboratories, Ltd., 10 Phoenix Place, Mount Pleasant, London, W.C.1. 547,101.
- "VI-KELP"; for medicines derived from kelp (3). By Stablond Laboratories, Ltd., Acton Lane, Harlesden, N.W.10. 547,420. (Associated.)
- "RHEUMBAGO"; for liniments (3). By W. F. Sadler, 16-17 Devonshire Square, London, E.C.2. 547,920.
- "ANTROIDIN" and "SENSIBAMIN"; for all goods (3). By Parke, Davis & Co., 50 Beak Street, London, W.1. 548,244/245.
- "VI-KELP"; for kelp for use as food (42). By Stablond Laboratories, Ltd., Acton Lane, Harlesden, N.W.10. 547,421. (Associated.)
- "SELPATS"; for perfumery, etc. (13). By Selpats Carnival Co., Ltd., 24 Borough Road, Sunderland. 544,724.
- "HYDROPIN"; for all goods (48). By Frearson & Co., Ltd., Victory Works, Railway Street, Grimsby. 545,551.



# Trade Notes

**EASTER BONUS OFFER.**—Saville Perfumery, Ltd., Junction Laboratories, Watford, announce in their advertisement in this issue three bonus offers of June perfumery.

**CHIC-PAK.**—The accompanying illustration shows the Chic-pak, which is described as the "four-purpose



powder box," together with an attractive cut-out showcard in black and silver. The Chic-pak is made in four sizes, and takes all standard powder boxes. The sole selling agents are J. Gaw, 65 Hatton Garden, London, E.C.1, whose telephone number is Holborn 2850 and not as printed elsewhere in this issue.

**SOUHALL BROTHERS & BARCLAY, LTD.,** Priory House, Gooch Street, Birmingham, 5, have issued a new price list of patent medicines and proprietary articles, and a copy of it will be sent to chemists on request.

**WILSON & MANSFIELD, LTD.,** 15 Philpot Lane, London, E.C.3, are sending out a folder giving particulars of some of the natural products for perfumery manufactured by P. Robertet & Co., Grasse. Perfumers and others interested can obtain samples and current quotations on request.

**A NEW FACE CREAM.**—Gladys Cooper's Beauty Preparations (London), Ltd., 121A Hampstead Road, London, N.W.1, have placed on the market a face massage cream, known as No. 169, which is stated to have been subjected to ultra-violet rays. An attractive showcard is available for chemists who stock this line.

**SAMUEL JONES & Co., LTD.,** Bridewell Place, London, E.C.4, recently organised a gummed label design competition and are now holding an exhibition of the entries at the above address (closing on March 17). Similar exhibitions are to be held in Birmingham (April 10 to 13) and Manchester (April 17 to 20).

**LIQUID CASSANDRA** is a new preparation for treating rheumatism. It is being placed on the market by Emul-



sified Products Co., 20 Bond Street, Ealing, London, W.5. The photograph reproduced here is of the display material available for chemists.

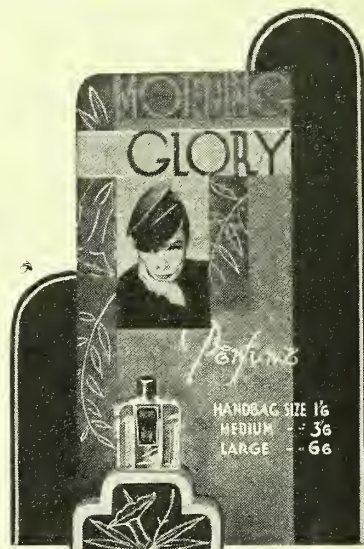
**VACUUM filling machines** stated to be particularly efficient for sprinkler bottles and for handling liquids prone to froth are advertised in this issue by C. B. Harley, 34 New North Street, Theobald's Road, London, W.C.1.

**NEWBERY'S CATALOGUE.**—Francis Newbery & Sons (incorporated with Sangers, Ltd.), 7 Clerkenwell Road, London, E.C.1, have issued the 1934 edition of their price list of druggists' sundries, pharmaceutical preparations and proprietary articles.

**GLUCOSE.**—Corn Products, Ltd., Bush House, Aldwych, London, W.C.2, are sending out a folder dealing with their Dextrosol brand of glucose. This product is again to be extensively advertised and window display material is available for chemists.

**MONTSERRAT LIME FRUIT CORDIAL.**—A. C. Fincken & Co., 197 Great Portland Street, London, W.1, have been appointed sole consignees for Montserrat products. Particulars are given on another page of a gift offer in connection with the lime fruit cordial.

**MORNING GLORY.**—An opportunity for increased business occurs by taking advantage of the "tie-up" between Morning Glory perfume and the film of that name, particulars of which are announced by R. Hovenden & Sons, Ltd., elsewhere in this issue. In an interview Messrs. Hovenden stressed the importance of close co-operation between the chemists who are appointed local distributors and the cinemas showing the film. The picture is being generally released on March 19, and we understand the bookings are heavy throughout the country. The showcard illustrated herewith



is an example of the display material available. The distributors for the drug trade are C. L. Shard & Co., Ltd., 212-214 Great Portland Street, London, W.1.

TWO SECTIONS of special interest are to be found in the publisher's pages in this issue. The first is the photograph inset containing advertisements by the following:—SOLPORT BROTHERS, LTD., POTTER & CLARKE, LTD., THE INTERNATIONAL BOTTLE CO., LTD., ROBEL, LTD., UNITED GLASS BOTTLE MANUFACTURERS, LTD., and J. GAW. The following have taken advantage of the section printed on tinted paper to enhance their announcements:—ANZORA PERFUMERY CO., LTD., BOURJOIS, LTD., H. BRONNLEY & Co., LTD., CALMON & NEATE, LTD., COUNTY PERFUMERY CO., DIXON, LTD., FAIRE BROS. & Co., LTD., GLADYS COOPER'S BEAUTY PREPARATIONS (LONDON), LTD., F. W. HAMPSHIRE & Co., LTD., R. HOVENDEN & Sons, LTD., J. LESQUENDIEU, MODERN CHEMICAL PRODUCTS, LTD., PARFUMERIES DE PARIS, LTD., PARSCENT, LTD., A. ROWLAND & Sons, LTD., JANE SEYMOUR, LTD., VAREEN, LTD., VISCOSÉ DEVELOPMENT CO., LTD., SADKO BEAUTY PREPARATIONS, LTD., WALDEN, WALDEN & Co.



## Marriages

**BOURKE—O'CONNOR.**—At the Catholic Church, Rathmines, Dublin, recently, Philip Geoffrey Bourke, M.P.S.I., Parnell Street, Dublin, to Kathleen O'Connor.

### Golden Wedding

**LLOYD—THOMAS.**—At Christ Church, Carmarthen, on March 13, 1884, Walter Lloyd, chemist and druggist, to S. Thomas. Present address: Lammas Street, Carmarthen.

## Deaths

**ELWELL.**—Near his home at Ilford, on February 22, suddenly, Mr. Frederick Budd Elwell, Ph.C., 5A Teesdale Street, Bethnal Green, London, E.2, aged sixty-two. Mr. Elwell was a former secretary of the Pharmacists' Section of British Esperantists.

**GRACEY.**—On March 6, Mr. Edward Ernest Gracey, Ph.C., 54 Hill Street, Lurgan. Mr. Gracey, who was a son of the late Mr. Daniel Gracey, druggist, Lurgan, was registered as a pharmaceutical chemist in the Irish Free State and in Northern Ireland in 1926. He was for a time manager of the Medical Hall, Larne, and was afterwards with Hayes, Conyngham & Robinson, Ltd., Dublin, at their Blackrock branch.

**HANCOCK.**—At Glasgow Royal Infirmary, on March 10, Mr. Percival Mervin Hancock, chemist and druggist, 27 High Blantyre Road, Burnbank, aged thirty-seven.

**KIRBY.**—At Northampton, on February 25, Mr. Frederick Kirby, chemist and druggist, aged eighty-five.

**LATHAM.**—On March 2, Mr. Henry Latham (H. Latham & Co., Ltd., chemists, 74 West Street, Crewe), aged sixty-three.

**SOPER.**—At Ventnor, on March 2, suddenly, Mr. Henry Soper, retired chemist and druggist, aged sixty-three. Mr. Soper was in business at 113 Romford Road, Stratford, London, E.15, for nearly forty years, retiring in 1932 on account of ill health.

**TODD.**—At Barrow-in-Furness, on March 5, Mr. John Frederick Todd, aged seventy-two. Mr. Todd went to Barrow in 1891 and established the North Western Drug Stores, Ltd. He was a member of various organisations, and was highly respected. Mr. Todd leaves a widow, a son, and three daughters.

**WHITNEY.**—At St. Ives, Hunts, on March 8, Edith Annie, widow of the late Mr. William John Whitney, chemist and druggist, and eldest sister of Mr. H. S. Turner, M.P.S., Mayor of St. Ives, aged seventy-four.

## Wills

**MR. THOMAS BROWN**, Arundel House, Hainton Avenue, Great Grimsby, carrying on business at 384 Victoria Street as a chemist and druggist, for twenty years a member of the Town Council, died on November 20 last, aged 100, leaving property value £23,789, with net personalty £21,049.

**MR. FREDERICK WOODWARD BRANSON**, F.I.C., Ph.C., Wynneholme, Far Headingley, Leeds, formerly managing director of Reynolds & Branson, Ltd., chemists and surgical instrument makers, Leeds, who died on November 30 last, aged eighty-two, left estate gross value £5,744, with net personalty £958.

**MR. PERCY JOHN SOLOMON OVERTON**, 32 Glenmore Road, Oxtow, Cheshire, managing director of R. Sumner & Co., Ltd., manufacturing chemists, and chairman of the West African Drug Co., Ltd., 40 Hanover Street, Liverpool, who died on December 21 last, aged fifty-one, left estate gross value £10,810, with net personalty £9,972.

## Personalities

**MR. R. C. L. GOULD**, chemist and druggist, has been granted permission to practise as a chemist and druggist in Jersey.

**MR. J. F. EDDEN**, chemist and druggist, Petts Wood, Kent, has been re-elected chairman of the local traders' association.

**MR. G. TURTON GREEN**, chemist and druggist, Henley-on-Thames, has been elected a member of the Oxfordshire County Council.

**MR. H. F. HAYLLAR**, chemist and druggist, Hoddesdon, has been elected a member of the committee of the local chamber of commerce.

**MR. C. HARRISON**, chemist and druggist, Workington, has been elected a member of the executive committee of the local chamber of trade.

**MR. BERNARD J. KING**, chemist and druggist, Goring-on-Thames, has been elected to the executive committee of the newly formed ratepayers' association.

**PROFESSOR G. BARGER**, D.Sc., F.R.S., has been invited to deliver the address at the opening of the Pharmaceutical Society's School session in October.

**MRS. WYATT**, 20 Butler Avenue, Harrow-on-the-Hill, asks us to thank the friends who have sent expressions of sympathy on the death of her husband, Mr. William Wyatt, Ph.C.

**BRITISH COLLOIDS, LTD.**, announce the following changes in their representative staff:—Mr. R. G. Garnett, chemist and druggist, has been appointed in the North Midland area in England; Mr. J. J. McKenna, L.P.S.N.I., has joined the company's staff in Ireland; Mr. J. G. Fletcher has joined their staff in the Northern area.

**ALDERMAN EDWIN THOMPSON**, J.P., governing director of Thompson & Capper Wholesale, Ltd., manufacturing chemists, Liverpool, is the president-elect of the Society of Chemical Industry, of which body he has twice been vice-president (each time for three years). Alderman Thompson has always taken a prominent part in public affairs, and among the numerous offices he has held are those of Lord Mayor of Liverpool, president of the British Waterworks Association, chairman of the Liverpool section of the Society of Chemical Industry. He is a member of the General Committee of the British Association (local secretary at the Liverpool meeting in 1923), and was on the local committee when the British Pharmaceutical Conference met in the city in 1920. Alderman Thompson was the first Lord Mayor of Liverpool to pay an official visit to Washington and New York.

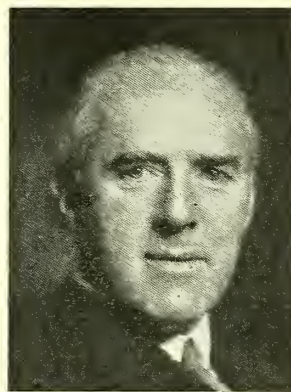


Photo [Burrell & Hardman]  
MR. EDWIN THOMPSON, J.P.

## Business Changes

**GRAHAM COULTHARD, LTD.**, chemists, have opened a pharmacy at 35 Myrtle Street, Liverpool.

**MR. A. D. WALLACE**, chemist and druggist, has opened a pharmacy at 14 Market Row, Great Yarmouth.

The address of the Selecta Mfg. Co., Ltd., has been changed from 29 Bartholomew Close, E.C.1, to 205 The Broadway, Cricklewood, London, N.W.2. Telephone: Gladstone 3718.

Telegrams :  
"Atoleine  
Sedist,  
London."



Telephone :  
Bermondsey  
1141

*John Bell, Hills & Lucas Ltd.*

"JOHN BELL BRAND"  
COLD CURE CAPSULES.  
For Influenza and Common Cold.

A good selling Winter line.

Send for Sample box and particulars.

Oxford Works, Tower Bridge Road, London, S.E.1

# Felsol

(Regd.)

for

## Asthma

Continuous Propaganda conducted  
with the Medical Profession.

*P.A.T.A. terms upon request.*

**BRITISH FELSOL COMPANY, LTD.**  
15, CAROLINE STREET, LONDON, W.C.1

Tubes and  
Vials of 24  
Cat units,  
retail 3/6

From Wholesalers,  
or the British  
Empire Agents,

**MATTHEWS LABORATORIES, LTD., CLIFTON, BRISTOL, ENG.**

**UPSHER SMITH**  
**DIGITALIS**  
**TINCTURE TABLETS**

# ARCASCA

(REGISTERED)

An Aromatic Cascara product of proved clinical value in obstinate and habitual constipation. The physiological effect of "Arcasca" on the intestine brings about a natural peristaltic reflex leading to normal conditions of the colon.

Retail Price: 2 oz. bottle, 1/6; 4 oz., 2/6  
Wholesale Price: 2 oz., 12/- per doz.; 4 oz., 20/- per doz.

# IVESTRON

(REGISTERED)

**COMPOUND LIVER EXTRACT**

A palatable and effective hæmatinic of particular value in the treatment of pernicious anæmia and in anæmias due to defective nutrition.

Price: 4/6 per 8 oz. bottle; 16 oz., 8/6. In bulk, 8/- per lb.

**WYLEYS Ltd.**

**COVENTRY**

ESTABLISHED 1750.

90% **S. V. R.** 95%  
1932 B.P.

FOR

Write for Prices

**TINCTURES**

**JAS. BURROUGH LTD.** 1 Cale Distillery,  
LAMBETH, S.E.11

# Transparit

**THE TRANSPARENT  
WRAPPING MATERIAL**

*Insoluble, Odourless, Non-injurious.  
Colourless and Coloured, in Sheets, Bags,  
Envelopes and Discs. ASK FOR SAMPLE.*

**SIER, VOSS & TOMES, 11b Upper Thames St.**  
Phone: Central 9677. LONDON, E.C.4.

## "The Chemist and Druggist" COMPACT LIBRARY

### THE ART OF DISPENSING.

The tenth edition of this well-known work is now ready. The book has been thoroughly revised and considerably improved, while maintaining the features which have made it so popular with several generations of students. It is kept by chemists in the dispensary for ready reference in cases of difficulties arising in the course of the day's work. Price 8s., by post 8s. 6d.

### VETERINARY COUNTER PRACTICE.

Chemists interested in veterinary practice will find the work indispensable, as it deals with the ailments of horses, cattle, sheep, pigs, dogs, and poultry, and the remedies that can be supplied. New edition 1930 (Eighth) brings this book thoroughly up to date. Price 7s. 6d. net, by post 8s.

### PRACTICAL METHODS OF URINE ANALYSIS.

The object of this book is to give chemists exactly the information they want on the subject. The book was written by a pharmacist who was an expert in this work, and has been revised by a medical practitioner and lecturer of long experience in clinical analysis. (Fourth Edition). Contains 97 pages. Price 4s. net, by post 4s. 3d.

### PROVINCIAL HOSPITAL PHARMACOPŒIAS.

Uniform with the "Chemists' Dictionary," contains 296 pages and consists of formulas for medical prescriptions used in twenty-one hospitals and infirmaries in Great Britain outside the London District. Price 3s. net, post 3s. 2d.

**Published by "The Chemist and Druggist"**

11 Essex Street, LONDON, W.C.2

Branch Offices: Manchester and Sheffield, England.  
Glasgow, Scotland. Melbourne and Sydney,  
Australia. Auckland, New Zealand.

## Information Department

### INFORMATION WANTED

Postal or telephone information with respect to makers or first-hand suppliers of the undermentioned articles will be appreciated.

- |   |  |
|---|--|
| W/63. Basophile inj. anterior pituitary       | E/33. Eye lotion containing Sal. seroglycerin, 5%  |
| R/73. Bioklein                                | D/10. Gloria Plaster of Paris bandages             |
| W/12. Collotherapy apparatus for anæmia       | T/73. Miaoform capsules (for liver fluke in sheep) |
| T/10. Corn Velvet marked T.S.L. in a triangle | D/12. Ond or Ond tonic wine                        |
| J/93. Chymoi antiseptic balm                  | W/13. Sozan Oil (belt dressing)                    |
| W/93. Eltrex sanitary fluid                   |  |



THE  
CHEMIST AND DRUGGIST  
VOL. CXX. MARCH 17, 1934 NO. 2823

### Verbal Obscurities

THE Bow County Court case upon which we commented in our editorial columns on February 10 (p. 153) suggests a line of thought which may well be followed in contemplation of the task lying before the Pharmaceutical Society of protecting the qualified chemist from the inroads of the unqualified without making the errors which too frequently accompany an exhibition of the "five-pound look" against which we thought it was high time to protest. There appears to us to be serious trouble ahead such as is inevitable when legislation is carried through by enthusiasts who either have not the capacity for clear vision or lack the experience necessary to the compilation of a Bill free from dubious phraseology and from contradictions which only provide material for courts and lawyers. The line of thought which presents itself to us may merit the attention of the galaxy of pharmaco-legal talent now at the disposal of the Society. Section 3 of the Pharmacy and Poisons Act, 1933, provides that no person who is not a registered pharmacist may use the title "chemist and druggist" or the title "druggist" and so forth, or any "title, emblem or description" reasonably calculated to suggest that he or anyone employed in his business has any qualification to sell, dispense or compound drugs or poisons which he in fact does not possess. We note, in passing, that the Act gives no definition of what constitutes a "drug." That carries us forward to Section 8:—

"A registered pharmacist carrying on a business which comprises the retail sale of drugs shall be an authorised seller of poisons within the meaning of this Act if the following conditions are complied with—

(a) in each set of premises where the business is carried on, the business must, so far as concerns the retail sale of drugs, be under the personal control of the pharmacist himself or of some other registered pharmacist; and

(b) the name and certificate of registration of the person having the control of the business as aforesaid must be conspicuously exhibited in the premises."

Section 9 repeats the provisions of Section 8 so far as it relates to companies carrying on a "business which comprises the retail sale of drugs" with the necessary adjustments as to the selling, etc., of poisons being under the control of a qualified superintendent and so on; and it again repeats in subsection (1) (b) the words which we are italicising:—

"(b) in each set of premises where the business is carried on, the business must, so far as concerns the retail sale of drugs, if not under the personal control of the superintendent, be carried on, subject to the directions of the superintendent, under the personal control of a manager or assistant who is a registered pharmacist;"

and his certificate of registration must be duly exhibited. It will be observed from Section 8 that in future, wherever a registered chemist (we prefer the old name), being, as he will be, an authorised seller of poisons, carries on the ordinary business of a chemist and druggist, he must either be personally

in control or he must have a registered chemist in control. But on reading the language of the section from another angle, it would seem to follow that no registered chemist can be an "authorised seller of poisons" unless he also does carry on business as a retailer of drugs. In other words, that means that no qualified pharmacist may in future keep a shop for dispensing of prescriptions unless there is a drug store attached as well. As for limited companies, they, too, may not dispense medicines unless they also sell drugs. If they elect to sell only drugs which are not poisons and give up dispensing, they may not use the titles "chemists," "druggists," "pharmacists" and so forth, or any other "title, emblem or description" (note the words italicised) by way of "suggesting" that they or any persons in their employ possess any qualification in reference to the selling, dispensing or compounding of drugs or poisons which they in fact do not possess.

### A Puzzling Phrase

What does this jargon mean? For jargon it is, as was felt at the meeting of the North London Pharmaceutical Association reported on p. 61 of our issue of January 20. We are not surprised that Mr. Mallinson took occasion by the hand, assuring all questioners that the N.P.U. "had been thrown open for defence and other purposes to qualified managers and assistants," and giving an intimation that in his view "the Pharmaceutical Society would have to proceed very carefully . . . for any apparently unreasonable decision would be challenged from the beginning" in regard to matters which might be regarded as unprofessional conduct. Unless due care is taken at Bloomsbury Square, we can see a long vista of trouble and litigation ahead; and if we may judge by the result of the ill-advised action at Bow County Court, any hurried attempts to steal a march on the unqualified competitor will simply encourage a repetition of what happened years ago in regard to the sale of agricultural and horticultural poisons. Frontal attacks without careful preliminary preparation will undoubtedly damage the Society. Even more mischievous will be the display of too much anxiety to emulate the functions of the General Medical Council within the ranks of the qualified; and if the Pharmaceutical Society is wisely advised, there will be pause before any and every attempt to achieve the realisation of that intention.

### Irritant Eyelash Dyes

IN a recent number of "The Journal of the American Medical Association" (101, 20), six cases of serious injury following the use of eyelash dyes are reported. The total number of such cases recorded in the files of the Journal is sixteen, and it is obvious that potential users of such preparations should be aware of the risk attaching to them. The Journal is of opinion that paraphenylenediamine, paratoluylenediamine or some related substance is responsible for the symptoms observed. National control of the sale of cosmetics in the United States is suggested as a desirable step; and this is not surprising in view of the fact that one of the six patients whose cases are described in the issue of the Journal referred to has lost her sight. The use of such substances is international. Frequenters of the premises of beauty specialists should be made aware of the possibility of painful and even chronic injury to the eyes.



# Developing the Toilet Trade

For the purpose of this article a number of the leading manufacturers in the perfumery and toilet trade have given us their views on how to stimulate this important branch of the chemist's business, together with particulars of their sales campaigns during the coming season

## Bourjois, Ltd.,

who have recently moved to a new factory at Queens Way, Croydon, agree that the sale of toilet articles and perfumes forms a very important and profitable branch of the chemist's business. Many chemists, they state, are fully alive to the possibilities, but there are still some who do not attract as much business to themselves as they might. With



**SOME NEAT BOURJOIS PRODUCTS**

regard to display Messrs. Bourjois are of the opinion that really artistic and co-ordinated displays, with a definite idea behind them, are most essential. It is in such displays that a series like Evening in Paris can be so effective. Being in the same colour scheme throughout (and a striking one at that), the display makes an artistic whole, and to the feminine public it conveys the fact that every possible aid to beauty can be secured with the same perfume running all through—as it should be. To use a certain perfume together with a face powder in some other odour and a lipstick in yet another odour, is not only bad taste, but results in a disagreeable mixture of odours without distinction or charm. Then again, Messrs. Bourjois continue, the chemist can at least display the wide range of exquisite shades available in Evening in Paris face powder, even if he does not feel competent to advise, although a little help and suggestion along these lines would often be appreciated. He can also call attention to the amenities of the refined toilet as exemplified in the use of talcum powder, bath crystals, etc. "As far as possible we acquaint our customers with our plans for advertising, and obviously it is to their advantage to co-operate by making their window displays synchronise. At the present time we have a big 'Easter Gifts' campaign in the national Press—the most extensive we have ever indulged in at this time of the year. We shall be advertising consistently throughout the summer season, and with progressively increased volume through the autumn up to the peak time just before Christmas. We also support this advertising with first-class show material, and we invite any of our friends who have not been adequately provided with showcards, etc., to communicate their requirements to us." The company's seasonable lines include the charming novelty of an Easter "egg" containing a bottle of Evening in Paris perfume, selling at a very moderate price. The Bourjois rouge rosette brune is now available in the Evening in Paris series, as well as in an enamel case, while another line which is rapidly increasing in favour is the Evening in Paris combined powder and cream.

## H. Bronnley & Co., Ltd.

The illustration in this column is evidence of the keenness of Messrs. Bronnley to stimulate the sale of toilet goods. The company considers that the question of "quality" is undoubtedly predominant. With the intense competition of the bazaars and chain stores, it must, they hold, pay the chemist to display and recommend products of the finest quality. In no trade more than the "toilettries" trade is the saying: "One thing leads to another" more apt, and it is the salesman's art to know how to make his customers interested in more than one line of a series. A lady requiring a tablet of bath soap, for example, is pleased to learn about a new bath essence or bath dusting powder. To follow advertising campaigns and to link up with them by means of window and counter displays has been proved to produce good results. Messrs. Bronnley continue to concentrate their advertising upon Bronnley's bath soap, Bronnley's cream, and Ess Viotto for the hands. The above-mentioned products are constantly advertised by means of distinctive and elegant advertisements in the national newspapers and high-class periodicals read by women, and each preparation is provided with attractive display material. Messrs. Bronnley, we are informed, have arranged with a leading firm of window dressers to install full chemists' window displays, and they invite the co-operation of chemists interested in this scheme.



**A BRONNLEY WINDOW DISPLAY**

For the coming season Messrs. Bronnley are concentrating upon their English Fern series of toilet preparations. Several of the items have been modernised,



whilst new lines have been added to the range. The English Fern series consists of Bronnley's Colossal bath soap, Bronnley's bath and toilet soaps, a smart square box of bath dusting powder, bath essence in two sizes, and bath crystals in two sizes. Another aspect of the toilet business is that known as "own-name lines." Many chemists prefer to take advantage of the goodwill and repeat business which is assured by selling toilet preparations under their own name. Messrs. Bronnley are perhaps unique in their organisation for this type of business, and their experience and service are at the disposal of the chemist who is considering one or a series of preparations of exclusive design and excellent quality.

#### W. B. Carlwright, Ltd.

"The sale of toilet articles and perfumes is larger to-day than at any time within my recollection of the trade, which goes back a matter of thirty-five years," writes Mr. John Rennie, M.P.S., managing director of this well-known company. Mr. Rennie continues: "Whether retail chemists are getting their full share of the increased business that is going in these lines is difficult to say, for no other branch of business allied to retail pharmacy has been so widely and cleverly exploited as has this branch of the business by people outside retail pharmacy. Every large departmental store has at all times two or three demonstrations of toilet articles and perfumes taking place, and at Christmas an enormous space is devoted to the display and exploitation of these lines."

"The chemist is in rather a different position inasmuch as, generally speaking, he trades in a closed shop. People entering that shop come in definitely to buy, whereas people wander through an open store where everything is on display. They are never asked to buy and probably do not go in with the intention of buying any particular article, but, seeing goods displayed attracts them, and they make their purchase. If pharmacists could only realise the tremendous quantities of toilet articles which are sold at 3d. and 6d., they would be amazed, and I am sure they would take some steps to show these articles persistently in their windows and on their counters."

"Particularly does this selling scheme apply to pharmacists who are not in the big centres. When all is said and done these huge multiple stores and fixed-price stores are in the centres of big towns or cities and are

the show is the thing. Goods must be displayed to sell! This fact is so obvious that one feels diffident about repeating it."

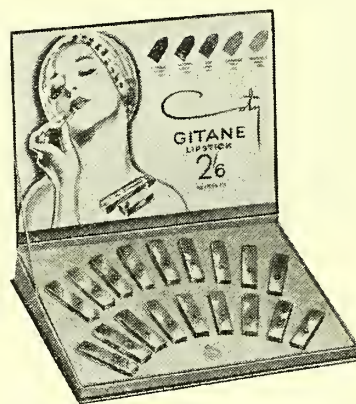
#### Coty (England), Ltd.,

have some very definite views on how the chemist can best develop the sale of perfumes and toilet goods. Mr. C. C. Valli (managing director) writes: "Chemists in this country should take a much fuller share in the perfumery and toilet business for the following reasons:—(1) The consumption of perfumes and cosmetics is now at the beginning of its really full development; (2) in view of the fact that no perfumery and toilet articles' shop has yet been started in this country, the chemist, so to speak, has a clear field; (3) the great majority of women will always buy their cosmetics and perfumes at the chemist's because of the professional atmosphere of a chemist's shop, which makes them instinctively feel that whatever a chemist recommends is good; (4) the perfumery and cosmetic business is no longer seasonal."

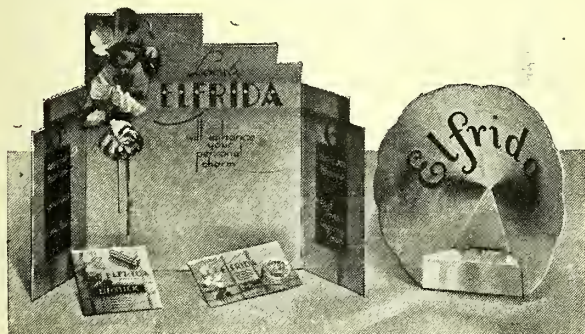
The consumption of lipsticks, perfumes, rouge, face powder, is going on from one end of the year to the other, irrespective of epidemics, on which the chemist used to count for his trade, especially at the beginning of the year; (5) toilet lines displayed in a chemist's window add a pleasant and attractive atmosphere, whereas, as is well known, a window full of surgical appliances and patent medicines is unattractive and disagreeable to the eye of women who are not ill and, therefore, not in need of medicaments.

"How can a chemist take advantage of the development of the toilet and perfumery business? (1) By linking up with all good lines nationally advertised; (2) by acquiring a better knowledge of those lines in order to justify the professional spirit explained above; (3) by devoting a section of his shop and actually forming a perfumery and toilet section instead of, as most chemists do even now, mixing the perfumes and toilet lines with patent medicines; (4) by employing one or more women assistants to help him to take care of toilet sales."

"We have for years put at the disposal of chemists a window display department to help them to make their windows more attractive. We are, at the present moment, launching a very important advertising campaign and we invite chemists to take advantage of our offer. There is one point which has often frightened the chemist from taking up our line more forcibly and that is, the large variety of our creations. However, our advertising campaign and our efforts are on powder, face cream, lipsticks, perfumes and eau de Cologne, and we feel that, if a progressive chemist were to keep these essential lines constantly displayed, he would gradually build up a very good and profitable toilet business in these lines, and eventually, in the others, which women would gradually get to know. It is significant that a chemist who concentrates on Coty not only increases his Coty turnover, on account of the prestige of our name, but eventually develops a very fine trade in all toilet preparations and accessories. In conclusion, I would like to make it very clear to the chemists in this country that Coty House is open to them for whatever assistance they may require in order to develop the Coty business and the toilet business generally."



THE COTY GITANE LIPSTICK



ELFRIDA SHOW MATERIAL

visited only probably one day a week at the most by many people and visited less frequently than that by a majority of the people. Some of the pharmacists' customers may make their first purchase in one of these stores, but seeing the goods displayed at the same prices by their retail pharmacist in their own town, it is more than likely that any repeats required will be obtained through him. We have a good selection of advertising material for our Elfrida series—the lines themselves are attractively presented, and we continue to advertise in the more popular ladies' papers. Whilst the pharmacist can by the above method take his full share of the 3d. and 6d. trade that is going, he can also by reason of his personality successfully compete with all competitors in the sale of high-class toilet and perfumery articles, but



### The Erasmic Co., Ltd.,

pass on the information that an important feature of their activities for 1934 is a complete national advertising campaign for their well-known Peerless Erasmic soap, and for Erasmic shaving sticks and cream. The advertisements, which are of a novel character, will no doubt arouse great interest. It has been a complaint of the trade, state Messrs. Erasmic, that the introduction of 3d. sample tins

for chemists to display beauty preparations, more on demonstration lines than they have hitherto done. By this is meant that powders should be placed in small bowls or dishes so as to attract customers who would not in the ordinary course think of purchasing powder. This can also be done with rouges and creams, provided thin sheets of glass are placed over the products to keep them free from dust. "Brighter displays inside the shop and a permanent window show of beauty preparations would



SOME ERASMIC PRODUCTS AND SHOW MATERIAL

of toilet preparations has again reduced the retailer's turnover. In an effort to counteract this tendency, Messrs. Erasmic are introducing a complete beauty treatment, consisting of a set of five beauty products—cold cream, skin food, vanishing cream, powder cream and complexion powder, together with a miniature tablet of Peerless soap, got up in an attractive complete container. This, they think, strikes the right note, and as a general beauty treatment should be in great demand.

### Harriet Hubbard Ayer, Ltd.,

put forward several points of view on how to promote the sale of perfumery and toilet articles. The first is that the chemist should either himself know more of the products which he is selling, or employ an assistant who will talk to customers who want advice on the best method of preserving their complexion. The Harriet Hubbard Ayer salons are open for tuition daily, and chemists can send their assistants at times most convenient to themselves. Another important point regarding Harriet Hubbard Ayer preparations is that they are now British.



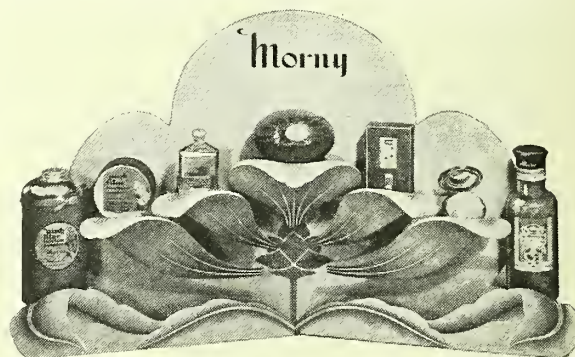
RE-STYLED HARRIET HUBBARD AYER PACKS

The company are of opinion that their improved type of advertising will undoubtedly increase public interest, and another effective way of promoting sales is

help to bring to chemists sales which are now being taken to perfumery departments in the larger stores."

### Morny, Ltd.,

have sent for our inspection a selection of Pink Lilac products, together with a new and attractive "Petal"



MORNY PINK LILAC ON NEW PETAL DISPLAY STAND

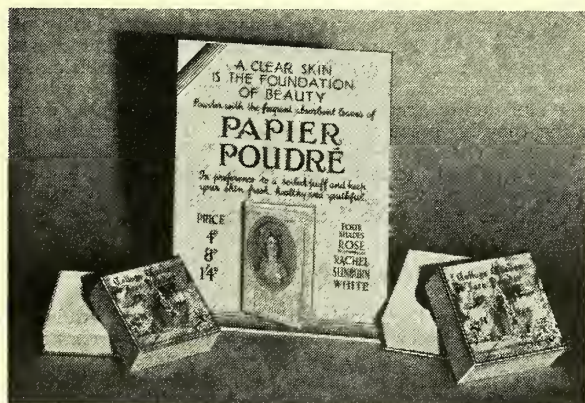
display stand (illustrated herewith). Messrs. Morny mention, however, that this type of show material is reserved for the exclusive use of their direct accounts where a comprehensive stock of Morny products is maintained and frequently displayed. The Pink Lilac range is a very attractive one, and is in keeping with the usual Morny elegance. The colour scheme is pink, grey and white, with black lettering, and each product is cellophane wrapped. Messrs. Morny, in expressing their views as regards the best means of promoting the sale of perfumery and toilet articles, state that these must of necessity relate entirely to products of a similar character to their own. The policy of the company, state Messrs. Morny, is to offer only high-grade merchandise at medium prices to be stocked and distributed by a limited number of accounts in each class of business in a district. Their inducement to such direct accounts



takes the form of generous discounts, special advertising matter and the advantage to the retailer of handling quality products the display of which attracts a good-class *clientèle*. "In support of window and counter demonstration of Morny products we are constantly evolving new and attractive show material together with certain sales-aids, and these are available at all times to those of our direct accounts whose turnovers with us warrant consideration of this character. Illustrations of our products in the form of blocks are also available to our trade friends, and we are ourselves continuously stimulating the sales of our manufactures by Press campaigns, a new programme in concentrated form commencing from May next, covering large spaces in the national dailies, and will this year probably be supported by poster advertising. Our sales in the home market have shown a steady and marked increase during the last two years, and this tends to confirm the wisdom of our practice to confine our direct sales to those chemists the character of whose businesses conform to that of our own. Members of our sales organisation have instructions not to open new accounts unless they are convinced that mutually satisfactory business will result, built on a progressive basis. Finally, it has been our general experience that with the very diversified number of perfumery and toilet lines at present on the market, the retailer is well advised to first consider the class of merchandise which should be stocked and displayed to his public, decide the number of profitable branded lines he can successfully handle, and make a careful selection therefrom."

#### Papier Poudré, Ltd.

Mr. F. A. Bell, M.P.S., managing director of Papier Poudré, Ltd., should, as a chemist, have a very good idea of the chemist's problems as regards the toilet trade. Herewith are the points he puts forward:—"To create and maintain a really good turnover in toilet articles is a difficult problem for the average chemist, unless he is able to employ a lady assistant with real selling ability, who knows her stock and how to keep it. In many businesses, except the purely pharmaceutical types, this experiment might be tried with advantage and profit, but where, because the business is small, or for any



COTTAGE GARDEN FACE POWDER AND  
PAPIER POUDRÉ SHOWCARD

other reason, this cannot be done, the chemist himself should, and a few do, treat the subject of the woman's toilet more seriously. If a chemist can assist a woman in her choice of creams, tints of powder, lipstick, etc., he will enhance his reputation, especially as most women like and expect helpful advice from their chemists, and respond by spending their money. Many chemists consider these details too trivial and unprofessional, but after all they are glad to sell toilet articles; why not sell more by better salesmanship? Another point is display. This is a difficult problem with the vast number of lines now on the market, but much could be done by the better arrangement or composition of windows and counters. A display should be

pleasant and attractive in the mass and interesting and persuasive in detail. Plenty of change is a great help, too, though to a busy chemist often irksome. We ourselves take the greatest pains with the packs and display outers of Papier Poudré preparations, and though the sales have proved that this is appreciated by the public, and repeats testify to the quality of the contents, unless they are displayed, however small the space allotted, sales go elsewhere. This year we are organising original and vigorous schemes, backed up by attractive terms and bonus offers, to maintain the expansion of our business, and we hope our chemist friends will take advantage of these generous offers. We shall concentrate on the popular Cottage Garden series of flower perfumes, bath cubes, etc., and especially our latest addition to this series—face powder—which is an extremely attractive and artistic production. We are also preparing some interesting and profitable novelties for the summer and Christmas trade. The appeal of Papier Poudré—that it is hygienic and refreshing, cleansing the pores before powdering, is well known to every chemist and appreciated by women everywhere. This is why the sales are increasing steadily."

#### Parfumeries de Paris, Ltd.,

when asked about Houbigant's sales campaign, replied that, in general, it was their firm intention to continue to import genuine French perfumery from Paris and not to manufacture locally. This for the reason that they believe there is always a great demand by women of taste and discrimination to use articles of long-established and unaltered quality, and increased sales would appear to prove the correctness of this belief. Mr. F. W. Humphries, secretary of Parfumeries de Paris, Ltd., whose long connection with the perfumery trade makes him an authority on the subject, has some interesting comments to make on the chemist and the toilet trade. Mr. Humphries writes:—"Women in Great Britain between the ages of sixteen and sixty now number over twelve and a half millions. This fact demands the serious attention of the chemist. It is difficult to state what proportion of these are present users of general toilet preparations. For the future, however, it is safe to assume that with the passing of the older generation practically all women will be prospective customers. In other words it means that the toilet trade in this country is still in its infancy. Retailers include, as well as chemists, the hairdressers, the stores, and the bazaars. The competition of the last may be ignored since they supply only, and do not sell. As regards the stores, the most illuminating fact of the importance they attach to the toilet trade is shown by the prominent position given in the leading establishments to the perfumery department. The competition by the hairdresser cannot be ignored. Naturally, no chemist neglects the fact that the profits on the sales of toilet goods help to keep his business going, but often enough he is content to leave it at that, and simply supply a demand. More than that is necessary, Mr. Chemist, if you do not wish the bulk of sales to go to the hairdresser. You must give service and help women in their education of the use of modern toilet requisites. The younger chemist and his assistant, serving behind the counter since women have evolved in the matter of facial adornment, have acquired the necessary atmosphere and are qualified to provide service. The older chemist is divided in his opinions as between his desire to profit by present conditions, and his ideas that the use of face powder, rouge, lipstick and the like has not his personal approval. His business instincts naturally predominate, but his lack of both knowledge and interest robs him of giving service. Women require service, such as advice in the choice of colours and shades and in the specific use of various preparations. If they cannot get service they will go elsewhere for their purchases.

"On the other hand, the hairdresser usually gives that service. The reason is not far to seek. Modern evolution of women's fashions has led to an enormous increase in the number of hairdressing establishments which are often owned, and almost entirely staffed, by women; or by a generation of young men with up-to-date ideas—of which they are determined to take full advantage.

"The manufacturer has done his best in the interests of the chemist. There has been indeed, recent corre-



spondence and comment in journals devoted to the hair-dressing trade, that many national advertisements of toilet preparations state that such and such a product is obtainable 'at all chemists.' 'What about the hair-dresser?' they ask. Apathy on the part of the chemist cannot but fail to cause the manufacturer to eventually seek the outlet for his goods by concentration on the retailer who shows most interest in the sale of his products.

"The natural divisions of the trade are three, viz.:—(a) Perfumed spirits, (b) toilet preparations such as face powder, rouge, lipstick, talc, bath salts, etc., and (c) beauty preparations. The average chemist has a full appreciation of the virtue and quality of fine perfumes.

accompanied by a prominent notice to the effect that a qualified assistant gives advice in the choice of cosmetics. Within, there should be a part of the counter devoted to toilets, which should be plainly price-marked; and there should be a duplication of the notice offering service. Further, circular letters should be sent out to regular customers from time to time advising both the service and any new toilet lines introduced; the manufacturer will, no doubt, share the expense of such publicity.

"If the chemist is progressive enough to take measures of this nature, any small additional outlay at the start will be amply repaid; he will be amazed at his success in due course; and will have no cause to complain of the competition of other classes of retailers."



HOUBIGANT'S LAIT EN BEAUTÉ, CHERAMY NAIL ENAMEL, AND RECENT DISPLAY MATERIAL

Unfortunately, during recent years, financial stringency has restricted their sale. A remedy has been found by the manufacturer. By the use of 'toilet' spirit, such popular articles as eau de Cologne and lavender water are made and sold at a price within the reach of every woman's purse. True, much of this is of such a poor quality that the chemist rightly does not stock it, but the better perfumers have produced toilet spirits of excellent quality and at most reasonable prices. The chemist does not appear to have grasped the increased possibilities offered in this respect; the stores have, on the other hand, effected greatly improved sales.

"As regards general toilet preparations, the chemist does his best. It must be admitted, as regards face powder alone, that there are so many makes and so many shades that he cannot stock all. But why should he? Surely he knows his class of customer and should stock brands at a price which experience shows his customers will pay.

"As regards beauty preparations, it sounds a broad statement, but the truth must be admitted that nine out of ten chemists know nothing about them, nor do they try to find out. The hairdresser is most decidedly getting the bulk of this very important line of goods. Why? Cannot the chemist trouble to study the subject a little? Beauty preparations culture the skin as opposed to face powder, rouge and such-like which adorn the skin. It is useless to be sceptical, Mr. Chemist. It is the most important factor in the toilet trade of the future and behoves your earnest attention.

"Let us be constructive. How is the chemist to improve his sale of toilet goods? The remedy is simple. By providing service. If his establishment is small he should make a study of the subject, himself, so that he is, at least, able to give reasonable advice to women who require it. If his establishment is sufficiently large, he should engage a woman assistant to sell and give service. The woman should be young, look attractive, and understand, and herself practise, the art of make-up and the culture of the skin. Women prefer advice in such matters, not from a mere man, but from one of their own sex. Is it not natural, and logical? He must advertise his service by a window display of toilet goods,

#### Parfumerie L. T. Piver

remark that much could be written on the matter of promoting sales of perfumes. Briefly, these are their views:—(1) Most chemists do not take sufficient interest in their perfumery section; they regard it as a "stop-gap." (2) Very often, and in consequence of that idea, they do not bother to make a good window display of perfumery. (3) They do not change their window dressing often enough. (4) Often they are not sufficiently interested in good brands, in quality products, and do not sufficiently recommend them to their clients, even when they have the chance to do so. They do not seem to realise that a so-called "cheap" product does not mean repeat orders in the perfumery line, even if it does so in other lines. (5) Too often they do not hesitate to practise "cut price" tactics, etc.

#### Roger & Gallet (London), Ltd.,

state that, in their opinion, the perfumery trade is beginning to enter into some very important changes. For the past four years, and in order to meet the severe economic crisis, many firms, they state, have lowered the standard of their preparations in order to bring their prices down to the lower purchasing power of the public. There is no doubt, they continue, that the public at first rushed to buy those goods which had come down so much in price; but this enthusiasm did not last, and to-day the perfumery trade is, as a whole, paying the price. "We could cite as an example the eau de Cologne trade for the year 1933; though the summer of that year was the hottest we have seen for a very long time, the sales of toilet waters and more especially eau de Cologne were the smallest ever recorded, and this simply because the public refused to buy any longer those preparations made with industrial spirit and from which no satisfaction had ever been obtained. There is no doubt a very strong reaction from the public in favour of quality products, and we are of opinion that this reaction is not a temporary one. We feel that the perfumery trade will once again come back to what it used to be, that is to say,



a luxury trade in the full sense of the word when only the best will be made. We believe that it would prove a good policy for the chemist to offer only perfumery with a well-known reputation for quality, and he will, in doing so, add reputation to his name."

#### Potter & Clarke, Ltd.,

tell us that their policy has always been to provide the chemist with goods of an individual character which will enable him to introduce a distinctiveness to his perfumery and toilet articles. They emphasise the opportunity for the chemist to develop the sale of pot-pourris. This profitable side-line, they state, has leapt into popu-

lar for a window display, and to assist with material and attractive show cards and special stands which are always available. Sometimes it is possible to use in a very effective manner one or other of the large and beautifully printed posters as—for example—a background for display. "Yardley is always ready to back up a special sales drive in every way possible, and have inaugurated for the use of customers special co-operative advertising which can assist with most forms of advertising by customers. It is the practice of many customers to use their local newspaper. Here, Yardley's co-operative advertising scheme can help to the extent of actually paying half the cost of the space which a customer may take to advertise the Yardley products over



A RANGE OF POTTER & CLARKE'S PREPARATIONS

larity in the last few years mainly because of the large range of high-class pot-pourri jars and bouquets offered by them. As a suggestion they ask chemists to picture in their minds a collection of beautiful pot-pourri jars on the counter with a real flower bouquet as a centre-piece—filling the shop with a delightful perfume which is bound to focus attention on the group.

#### Potter & Moore, Ltd.,

write as follows:—"With regard to the merchandising of perfumes and toiletries, we feel that the chemist is mistaken in his policy of considering that there is only a seasonal market for these lines. It should be borne in mind that the public is always looking for gifts for birthdays, whist drives, etc.; and perfumes and toiletries are eminently suitable for such occasions. We are convinced that a consistent display throughout the year leads to greatly increased business. In addition, it has been our experience, as it is doubtless the experience of all other national advertisers, that when an advertising campaign is in progress, the volume of business and the rapidity with which it is built up is enormously enhanced wherever the retailer co-operates with effective window and counter display. A particular instance of this has been in regard to our very successful powder-cream campaign during the past year or so. If these important considerations can be brought home to the chemist, there is no doubt that the trade as a whole will benefit."

#### Yardley & Co., Ltd.,

have some interesting things to say on the matter of co-operating with their customers. It has always been the policy of the House, they state, to make a forceful sales appeal to the public by means of a continuity of design in the product, its display and in Press and poster advertising, and to this end they aim to work in close co-operation with their customers. First, by means of a powerful and maintained advertising campaign in the national Press and on the hoardings, the picture of the Yardley lavender sellers is now synonymous with Yardley lavender, and the final link is provided by the customer's window and counter displays. It has often been possible, state Messrs. Yardley, to suggest special plans

his own name and address. Yardley will, in addition, supply free of cost the necessary design and materials (blocks, etc.) to fill this space. Prospective advertisers are recommended to get in touch with their local newspaper and endeavour to arrange a series of spaces at a special rate, stipulating a special position. The size we recommend is usually approximately 8 in. double column, although there is no fixed size and our offer covers any space that is taken." Another interesting and useful service given by Messrs. Yardley is in connection with any matter relating to advertising. They will, for instance, print on a customer's own headed notepaper, quarto size, a letter to be sent out by the customer to people in his district. The letter invites readers to a special display of Yardley perfumery, followed by a brief description of the Yardley products and with, perhaps, a mention of any special matter which the customer wishes included; it is printed in facsimile typewriting and should be signed personally by the customer. Messrs.



A NEW YARDLEY 48-SHEET POSTER EXECUTED BY FRANK MASON

Yardley inform us also that, from the point of view of design, they are always pleased to assist with the production of insets, price lists, etc., and to supply free of charge blocks for illustration purposes. For cinema advertising they will supply a slide, and babies' weight cards are given with a certain order for the Yardley oatmeal soap and baby powder.



# Trade Report

Where possible scales of prices of chemicals are given for bulk down to small quantities. Prices recorded for crude drugs, essential and fixed oils and coal tar products are for fair sized wholesale quantities. Qualities of chemicals, drugs, essential and fixed oils, etc., vary, and selected brands or grades would be at higher values

## 28 Essex Street, W.C.2, March 15

A RATHER subdued tone is recorded in most markets, with business continuing on limited lines. Some few products tend to weaken, but generally prices are keeping fairly steady. In the pharmaceutical chemicals markets, as exclusively recorded in our last week's report, the scales of prices for ASPIRIN, SODIUM SALICYLATE, B.P., and SALICYLIC ACID, B.P., have been reduced; the full scales are given this week. CREAM OF TARTAR and TARTARIC ACID, B.P., are firm markets, with Continental prices advanced. British makers' quoted price for CITRIC ACID, B.P., is reduced. QUININE SALTS are unchanged. In the crude drugs markets business has been on a very moderate scale, with prices showing but little change. A fairly prominent feature is the shortage of supplies in a number of products. In general, current values of these commodities are at attractive figures. AGAR is steadier forward. Norwegian COD-LIVER OIL is not quite so dear this week, but fishing results are still well below normal. ERGOT is fully steady on spot. Japanese MENTHOL has had a quiet week, with re-sellers well under Japanese shippers' figures. RUBBER reached the highest figures since 1930. TRAGACANTH is fully steady and business in the better grades is sustained. In the wax markets CARNAUBA continues to advance with supplies generally short. BEES' is also quoted dearer, with a fair business passing. The drug auction to be held this morning is reported at the end of the Trade Report. In the essential oils markets business has been patchy and limited in the aggregate. BERGAMOT is steady forward. Sicilian hand-pressed LEMON is a poor market. Bourbon GERANIUM is a point easier forward. Japanese PEPPERMINT has been irregular, with re-sellers considerably under Japanese shippers' prices. In the fixed oils group American TURPENTINE shows a sharp recovery, and LINSEED OIL is quite steady. PALM OILS are dull.

## Exchange Rates on London

THE following is a list of the chief Continental and other exchange rates at the opening on Thursday morning:—

Centre	Quoted	Par	March 15	Value of the £
Amsterdam ...	Fl. to £	12.107	7.57 $\frac{1}{2}$	12/6
10.1.1 ...	Mks. to £	20.43	12.84 $\frac{1}{2}$	12/6 $\frac{1}{2}$
Brussels ...	Belgas to £	35	21.87	12/5 $\frac{1}{2}$
Copenhagen ...	Kr. to £	18.259	22.40	24/8
Lisbon ...	Esc. to £	110	109 $\frac{1}{2}$	19/11
Madrid ...	Ptas. to £	25.22 $\frac{1}{2}$	37 $\frac{1}{2}$	29/6 $\frac{1}{2}$
Milan ...	Lire to £	92.46	59 $\frac{1}{2}$	12/5 $\frac{1}{2}$
Montreal ...	Dol. to £	4.86 $\frac{3}{4}$	5.10	20/11 $\frac{1}{2}$
New York ...	Dol. to £	nominal	5.10	20/11 $\frac{1}{2}$
Oslo ...	Kr. to £	18.159	19.90	21/11
Paris ...	Fr. to £	124.21	77 $\frac{1}{2}$	12/5 $\frac{1}{2}$
Prague ...	Kr. to £	164.25	122 $\frac{1}{2}$	13/10 $\frac{1}{2}$
Stockholm ...	Kr. to £	18.159	19.39	21/4 $\frac{1}{2}$
Warsaw ...	Zloty to £	43.38	27	12/6
Zurich ...	Fr. to £	25.2215	15.78	12/6 $\frac{1}{2}$

Bank rate 2 per cent.

## Pharmaceutical Chemicals, etc.

THE new scales of prices for aspirin, salicylic acid and sodium salicylate, the reductions of which were notified last week, are now available. Creosote B.P. continues dear and firm. Business continues on a limited scale.

AMIDOL.—Market steady, business quiet: 56 lb., 7s. 3d.; 28 lb., 7s. 6d.; 14 lb., 7s. per lb., in 7 lb. tins.

AMIDOPYRIN.—Some small spot business, forward quotations at high figures on current exchange: crystals, five cwt., 18s. 2d.; two cwt., 18s. 6d.; less than two cwt., 19s. 3d. per lb., with powder 2 $\frac{1}{2}$ d. per lb. extra.

ASPIRIN.—As announced in our last week's report, prices have been reduced twopence per lb., as follows: home trade, ten cwt., 2s. 7d.; five cwt., 2s. 8d.; one cwt., 2s. 8 $\frac{1}{2}$ d.; 28 lb., 2s. 9d.; 14 lb., 2s. 10d.; 7 lb., 3s.; 4 lb., 3s. 2d.; 1 lb., 3s. 4d. per lb. Bulk packing free, net, carriage paid. Contracts: Over twelve months, minimum, one ton; over six months, less than one ton.

BARBITONE.—Market is quiet, only small spot business moving: spot, one cwt., 13s. 2d.; 56 lb., 13s. 4d.; 14 lb., 13s. 6d.; small parcels, up to 14s. 3d. per lb.

BENZOIC ACID (B.P.).—Market is steady with an average business passing: quantities, ex works, 1s. 9 $\frac{1}{2}$ d.; spot parcels, 1s. 10d. to 2s. 2d. per lb., ex store, as to quantity.

BENZONAPHTHOL.—Dealers are now quoting small spot parcels in the region of 3s. 3d. per lb.

BISMUTH SALTS.—Makers' prices for these salts are fully steady: carbonate, cwt. lots, 7s. 8d. per lb.

BROMIDES.—A fair inquiry continues with makers' and dealers' prices steady; ammonium, not less than five cwt., 1s. 9d.; one cwt., 1s. 10d.; 28 lb., 2s. 1d.; smaller quantities, 2s. 5d. per lb.; potassium B.P. crystals and granular, not less than five cwt., 1s. 6d.; one cwt., 1s. 7d.; 28 lb., 1s. 10d.; smaller quantities, 2s. 2d. per lb.; sodium B.P., not less than five cwt., 1s. 8d.; one cwt., 1s. 9d.; 28 lb., 2s.; smaller quantities, 2s. 4d. per lb., without engagement. Special prices for larger quantities.

CITRIC ACID (B.P. CRYSTALS).—British makers' quoted price for home trade is reduced to 9 $\frac{1}{2}$ d. per lb., less 5 per cent. discount, nominal and without engagement. Dealers' prices for foreign material competitive.

COCAINE.—Makers' prices for home trade are maintained: hydrochloride, 25 oz., 25s.; 16 oz., 25s. 10d.; and less than 16s. 8d. per oz.; alkaloid and citrate, 25 oz., 27s. 4d.; 16 oz., 28s. 2d.; less than 16 oz., 29s. per oz.; 1 oz. tins, 2 $\frac{1}{2}$ d. per oz. extra. Export prices vary as to destination.

CREAM OF TARTAR.—British makers' quoted price for 99 to 100 per cent. material is unchanged at 82s. per cwt., less 2 $\frac{1}{2}$  per cent. discount, nominal and without engagement. Market is fully steady.

CREOSOTE (B.P.).—The market is firm with material to arrive quoted at about 1s. 10 $\frac{1}{2}$ d. to 1s. 11d. per lb., landed, in demijohns. Small parcels at higher prices.

FERRI QUININE CITRATE.—Makers' prices are as follows:—

Packing	100 oz. Per oz.	Less than 100 oz. Per oz.	Packing	100 oz. Per oz.	Less than 100 oz. Per oz.
100-oz. tins ...	10 $\frac{1}{2}$ d.	—	8- & 4-oz. bottles	11 $\frac{1}{2}$ d.	11 $\frac{1}{2}$ d.
25-oz. tins ...	10 $\frac{1}{2}$ d.	11d.	1-oz. bottles ...	1/0 $\frac{1}{2}$	1/1
16-oz. bottles...	11d.	11 $\frac{1}{2}$ d.	$\frac{3}{4}$ -oz. bottles ...	1/3 $\frac{1}{2}$	1/4

Special prices for larger quantities.

GLYCERIN (B.P.).—The advanced prices recently recorded continue to operate, as follows:—

Packing	Under 1 cwt.	1 cwt. and under 2 $\frac{1}{2}$ cwt.	2 $\frac{1}{2}$ cwt. and under 5 cwt.	5 cwt. and under 10 cwt.	10 cwt. and under 20 cwt.
	Per cwt. s. d.	Per cwt. s. d.	Per cwt. s. d.	Per cwt. s. d.	Per cwt. s. d.
14-lb. tins ...	75 6	74 6	71 6	70 6	70 6
28-lb. tins ...	77 0	73 0	69 0	68 0	68 0
56-lb. tins ...	74 0	70 6	66 6	65 6	65 6
1-cwt. drums, charged 20s.	—	66 0	65 0	62 0	61 0
2 $\frac{1}{2}$ -cwt. drums, charged 60s.	—	—	63 0	60 0	59 0
5-cwt. drums, charged 75s.	—	—	—	59 6	58 6
10-cwt. drums, charged 100s.	—	—	—	—	58 0

Minimum deliveries ex contract, one cwt. except for ten cwt. and under one ton contracts, where minimum delivery is two cwt.; one and under five tons contracts, minimum delivery five cwt. and five tons and over minimum delivery ten cwt. Industrial white glycerin, 1.260 s.g., 2s. per cwt. less than chemically pure; refined pale straw glycerin, 1.260 s.g., 5s. per cwt. less than chemically pure. Lower prices are quoted for one ton and under five tons and for quantities of five tons and upwards.



**GUAIACOL CARBONATE.**—Foreign material to come forward continues at high prices: two cwt., 9s. 9d.; one cwt., 9s. 11d.; smaller parcels, up to 10s. 4d. per lb. Isolated spot parcels may be slightly cheaper.

**HEXAMINE.**—A moderate inquiry with keen prices quoted for bulk quantities; British-made free-running crystals: five cwt., 1s. 8½d.; two cwt., 1s. 9d.; one cwt., 1s. 9½d.; smaller parcels, up to 2s. per lb. Rough powder, 1s. 5d. to 1s. 6d. per lb., as to quantity. Foreign material barely competitive.

**METHYL SALICYLATE (B.P.).**—Makers' scales of prices are not altered: ten cwt., 1s. 5d.; five cwt., 1s. 5½d.; one cwt., 1s. 6d.; less than one cwt., 1s. 7d.; small quantities in bottles, up to 2s. per lb.

**METHYL SULPHONAL.**—Dealers report a small business on spot; forward prices maintained on current exchanges: two cwt., 19s. 4½d.; one cwt., 19s. 10d.; 56 lb., 20s. 6d.; small parcels, 21s. 6d. per lb. Some spot material may be slightly cheaper.

**METOL.**—Prices are about steady, business fair: 56 lb., 9s. 6d.; 28 lb., 9s. 9d.; 7 lb., 10s. 9d. per lb., in 7 lb. tins, bottles extra. Wholesale distributors' prices for small quantities would be dearer.

**PARAFORMALDEHYDE.**—Fair quantities are being inquired for: 100 per cent. powder, quantities in kegs, 1s. 3d.; smaller parcels, up to 1s. 8d. per lb.

**PHENACETIN.**—A moderate business, with prices about maintained: crystals or powder, five cwt., 3s. 7½d.; two cwt., 3s. 9d.; 56 lb., 3s. 10½d.; smaller quantities, up to 4s. 3d. per lb.

**PHENAZONE.**—The market is now fairly steady, with very little cheap material about: crystals, five cwt., 10s. 4d.; two cwt., 10s. 7d., and less, up to 11s. 2d. per lb., with powder 2½d. per lb. extra.

**PIENOLPHTHALEIN.**—The makers' prices are about maintained, some outside competition: five cwt., 2s. 8d.; two cwt., 2s. 9d.; one cwt., 2s. 10d.; 28 lb., 3s.; 14 lb., 3s. 1d.; 7 lb., 3s. 2d.; smaller parcels, up to 3s. 6d. per lb.

**PHENYL ETHYL BARBITURIC.**—Small spot business with spot at about 30s. per lb. and slightly less for bulk quantities.

**POTASSIUM PERMANGANATE (B.P.).**—Dealers are doing a steady business in small parcels at full prices: quantities in two cwt. drums, 9d.; druggists' parcels, 9½d. to 10½d. per lb., as to quantity.

**POTASSIUM SULPHOGUAIACOLATE.**—Dealers are finding business poor. Spot, from 6s. 4d. to 6s. 6d. per lb., as to quantity.

**PYROGALLIC ACID.**—Market is steady, business fair: 56 lb., 7s. 9d.; 28 lb., 8s.; 14 lb., 8s. 6d.; 7 lb., 9s. 3d. per lb., in 7-lb. tins. Wholesale distributors' prices for small quantities at higher figures.

**QUININE SALTS.**—Convention prices for these salts are keeping steady: sulphate, 2s.; bisulphate, 2s.; ethyl carbonate, 2s. 7½d.; salicylate, 2s. 8d.; phosphate, 3s. 1d.; hydrochloride, 2s. 6½d.; bihydrochloride, 2s. 9½d.; hydrobromide, 2s. 6½d.; bihydrobromide, 2s. 9½d.; valerianate, 3s. 5½d.; hypophosphite, 3s. 8½d.; alkaloid, 2s. 9½d. per oz., carriage paid on bulk quantities.

**SALICYLIC ACID (B.P.).**—As reported last week, the scale of prices has been reduced by one penny per lb.: one ton, 1s. 6d.; five cwt., 1s. 7d.; one cwt., 1s. 7½d.; 28 lb., 1s. 8d.; 14 lb., 1s. 9d.; 7 lb., 1s. 11d.; 4 lb., 2s. 1d. per lb. Higher prices for smaller quantities.

**SALOL.**—Market is dull: spot, crystals, two cwt., 3s. 10d.; one cwt., 3s. 11½d.; 56 lb., 4s.; smaller parcels, 4s. 3d. per lb.; powder, 2d. per lb. extra.

**SANTONIN.**—A quiet demand for small parcels, quoted in the region of £17 10s. to £18 per kilo., as to quantity.

**SODIUM BENZOATE (B.P.).**—Business is about average, with keen prices quoted for quantities: cwt. lots, 1s. 7d.; smaller parcels, up to 2s. per lb.

**SODIUM DIETHYLBARBITURATE.**—The scale of prices is very steady, business limited: spot, one cwt., 13s.; 56 lb., 13s. 3d.; 28 lb., 13s. 6d.; 14 lb., 13s. 9d.; 7 lb., 14s.; smaller parcels, up to 15s. per lb.

**SODIUM SALICYLATE (B.P.).**—As reported last week, a substantial reduction in the scales of prices was made on March 9, as follows: home trade, powder or crystals, one ton, 1s. 8d.; five cwt., 1s. 8½d.; one cwt., 1s. 9d.; 28 lb., 2s.; 14 lb., 2s. 2d.; 7 lb., 2s. 3d.; 1 lb., 2s. 6d. per lb., with smaller quantities at higher prices.

**SULPHONAL.**—Dealers' prices for material to come forward are steady; small spot business reported: crystals, two cwt., 15s. 6d.; one cwt., 16s. 2d.; 56 lb., 16s. 6d.; smaller parcels, up to 17s. 6d. per lb., with powder 2d. per lb. extra.

**TARTARIC ACID (B.P. CRYSTALS).**—British makers' quoted price is 1s. 0½d. per lb., less 5 per cent. discount, nominal and without engagement.

## Crude Drugs, etc.

**ACONITE ROOT.**—Dealers are offering Japanese at 50s. per cwt., c.i.f.

**AGAR.**—Market is fully steady and there has been a little more inquiry: spot, Kobe No. 1, 1s. 11d.; No. 2, 1s. 9d.; Yokohama No. 1, 1s. 9d. per lb.; shipment, Kobe No. 1, 1s. 7½d.; No. 2, 1s. 6½d.; Yokohama No. 1, 1s. 5½d. per lb., c.i.f.

**BALSAMS.**—Only a few small inquiries on the market. *Tolu*, 2s. 4d. to 2s. 5d. *Canada*, 2s. 2d. to 2s. 3d. per lb.

**BURDOCK ROOT.**—Spot supplies are being quoted at about 65s. per cwt.

**CELERY SEEDS.**—Dealers are offering small spot parcels at about 2s. 2d. per lb., and slightly less for bulk quantities.

**CHAMOMILES.**—The spot market is nominal with no supplies available. Stocks in bond.

**CLOVES.**—Values are keeping steady, business has been quiet. Zanzibar, spot, 5½d.; shipment, March-April, 5d. per lb., c.i.f.

The landings of Zanzibar in London during the week ended March 10 were 111, and the deliveries 35, leaving a stock of 3,914. From January 1 to date landings of Zanzibar have been 2,010 and the deliveries 618. Landings of Madagascar for the week ended March 10 were 100 and the deliveries 6, leaving a stock of 953. From January 1 to date, landings of Madagascar have been 100 and the deliveries 129 packages.

**COCONUT (DESICCATED).**—Business has again been slow; values about steady. Spot, fine and medium, 15s.; shipment, halves, March-April, 14s. 1½d. per lb., c.i.f.

**COD-LIVER OIL.**—Fishing results continue below average; Bergen reports that up to March 12 catch of cod was 30,698 tons and 18,777 hectol. of oil, compared with 45,290 tons of cod and 27,753 hectol. of oil at the same date last year, and 43,029 tons of cod and 26,834 hectol. of oil in 1932. Lofoten steam refined non-freezing medicinal oil, 100s. per barrel, c.i.f., London. Spot, in small lots, about 140s. per barrel, ex wharf, duty paid. Newfoundland, finest non-freezing medicinal oil, 132s. 6d. per barrel, ex store. British oil, non-freezing finest medicinal, steady at 120s. per barrel, c.i.f., London, duty free.

**ERGOT.**—Market is very steady, fair business. Spanish, 1s. 8d.; Portuguese, 1s. 7d. per lb., duty paid. No Russian offering.

**GENTIAN.**—Values now quoted range between 45s. to 50s. per cwt., as to quantity.

**GUM ACACIA.**—Market is keeping steady with a fair inquiry being received: spot, Kordofan cleaned sorts, 35s. 3d.; bleached, 67s. 6d. to 72s. 6d. per cwt.; shipment, Kordofan cleaned sorts, March, 31s. 3d.; April, 32s. 3d. per cwt., c.i.f.

**HYDRASTIS.**—Some few small spot orders reported. Spot, 5s.; shipment, 4s. 3d. per lb., c.i.f.

**LYCOPodium.**—Dealers are quoting Russian treble sifted at about 2s. 9d. to 2s. 10d. per kilo., spot.

**MANNA.**—Dealers are offering selected flake in 1-lb. tins at 5s. 6d. per lb.

**MENTHOL.**—The market has been irregular with not much business moving. K/S brands, spot, 9s. 3d. and less for bulk quantities; afloat, 8s. 3d.; shipment, January-March, 8s. 3d.; April-June, 8s. 3d.; July-August, 8s. 4½d. per lb., c.i.f., from resellers.

**MERCURY.**—Market is quite steady and good business to America and the Continent is recorded. Italian-Spanish, spot, £10 12s. 6d. per bottle, ex store; shipment, f.o.b., Continent, 53 dollars per bottle.

**OPIMUM.**—Values are fully maintained under official control. Shipment, 1s. 5½d. per unit, c.i.f. Spot is about 1s. 7½d. per unit, landed and duty paid.

**PEPPER.**—Business has been patchy, with values fluctuating daily. Lampong, spot, 5½d.; shipment, March-May, 4½d.; May-July, 4½d.; August-October, 4½d. per lb., c.i.f. Telli-cherry, spot, 5½d.; shipment, April-May, 46s. 6d., c.i.f. Aleppy, spot, 5d.; shipment, April-May, 45s. 6d., c.i.f. White Muntok, spot, 8½d., shipment, March-May, 7½d.; April-June, 7½d.; May-July, 7½d.; August-October, 7½d., c.i.f.; July delivery, 8½d. per lb.

**PIMENTO.**—Slightly easier forward; spot dull and unchanged. Spot, 3½d. per lb.; afloat, 24s. 6d.; shipment, March-April, 25s. 6d. per cwt., c.i.f.

**RUBBER.**—The market has been very active at times and values reached the highest since 1930, closing below the best. Standard ribbed smoked sheet, spot, 53½d.; March, 53½d.; April, 57½d.; May, 53½d.; June, 55½d.; July-September, 51½d.; October-December, 53½d. per lb.

**SAFFRON.**—Spot values are unchanged, business limited: spot, prime B.P., 56s.; extra B.P., 54s. 6d.; super B.P., 51s. 6d. per lb., and slightly less for bulk quantities.



SEEDS.—ANISE.—Spot, duty paid, Spanish, 62s. 6d.; Bulgarian now landing at 42s. 6d. CARAWAY.—Dutch, on spot, sold at 36s., duty paid. CORIANDER.—Market quiet; 1933 crop offering at 21s. 6d., duty paid, 19s. 6d. in bond. For shipment, cable bids of 16s. 6d., c.i.f., asked. No business reported. CUMIN.—No Morocco to be had on spot, 65s. quoted for shipment. Malta, 67s. 6d. spot, and 62s. 6d. c.i.f. FENUGREEK.—Morocco, for shipment, firm at 11s. 9d., c.i.f. Spot offering at 13s., spot, duty paid. MUSTARD.—English, 17s. 6d. to 26s. 6d. per cwt., according to quality. LINSEED.—Only poor quality Morocco offering 21s. 6d., duty paid.

TRAGACANTH.—The market has been quiet so far as manufacturing grades are concerned, while the white grades have met with a sustained demand. Former prices for all qualities are steadily maintained. February returns: landings, 790; taken out of warehouse, 497; stocks, 6,030, compared with 11,121 packages at the same time last year.

VALERIAN ROOT.—Dealers are offering Belgian root at about 55s. per cwt., spot.

WAX (VARIOUS).—Higher prices are now quoted for most of these products and the markets continue firm and supplies in many instances short. CARNAUBA.—In fatty grey there is very little offering on spot: 110s., duty paid; 97s. 6d. in bond; and shipment, March-April, 95s., c.i.f.; distant positions are scarce, with May at 98s. 6d., c.i.f. In chalky grey spot supplies are scarce, with duty paid at 102s. 6d. and in bond at 95s.; shipment, 91s. 6d., c.i.f. PRIMEIRA.—Small spot stocks are held for fully 160s. duty paid and in bond at 150s.; shipment, March-April, 148s., c.i.f. BEES.—Dar-es-Salaam has been sold on spot at 95s., with shipment firm at 92s. 6d., c.i.f., buyers. No offers from origin. BENGUELLA.—No spot stocks offering, nominal: in bond quoted at 87s. 6d., and shipment at 85s., c.i.f. Abyssinian is firm on spot at 95s. and shipment at 87s. 6d. per cwt., c.i.f.

### Essential Oils, etc.

BUSINESS has again been on the small side, and prices in some instances are barely maintained. Bergamot is steady for shipment. Cassia is scarce on spot and firm forward. Java citronella is dull and a point easier. Sicilian lemon is at very cheap figures. Japanese peppermint has been quiet.

ALMOND.—English-made in cwt. lots is quoted at 2s. 6d.; smaller parcels, up to 2s. 8d. per lb. Foreign, cwt. lots., 2s. 4d.; smaller parcels, up to 2s. 7d. per lb.

ANISE (STAR).—Market is fully steady as quoted: spot, "Red Ship," in leads, 1s. 10½d.; in tins, 1s. 8½d.; in drums, 1s. 7½d.; shipment, in leads, 1s. 8½d.; in tins, 1s. 7d.; in drums, 1s. 6½d. per lb., c.i.f.

BERGAMOT.—There has been a fair inquiry for shipment, and the best brands are steadily maintained at about 6s. 2d. to 6s. 5d. per lb., c.i.f., and there are some rather cheaper offers. Spot oil is quoted from 6s. 2d. to 6s. 6d. per lb., as to quantity and quality.

BOIS DE ROSE.—The market has remained dull. Brazilian, spot, 4s. 4d. to 4s. 5d. per lb., as to quantity; shipment, about 4s. 2d. per lb., c.i.f.

CARAWAY.—Shipment prices for the best Dutch rectified are fully steady at 9s. 3d. per lb., landed, for fair quantities; crude, 8s. 10d. per lb.

CASSIA.—Shipment is firm as quoted at 3s. 2½d. per lb., c.i.f. There is very little good-quality oil on spot, and the price is firm at 3s. 11d. per lb.

CEDARWOOD.—A limited inquiry being received, market steady. African oil, in drums, 1s. 4½d.; in tins, 1s. 6d. per lb., spot. American, in drums, about 1s. 6d., spot, and 1s. 3½d. per lb., c.i.f.

CITRONELLA.—Inquiry has been negligible, and the markets are barely maintained. Java, shipment, 1s. 4½d. per lb., c.i.f., and slightly less for bulk quantities. Ceylon is about steady, but very quiet; shipment, 1s. 2½d. per lb., c.i.f.

CLOVE.—The better tone in Madagascar is barely maintained: shipment, in quantities, 2s. 3½d. per lb., c.i.f.; spot is quoted at about 3s. 4d. to 3s. 6d., as to quantity. English-made B.P., 2s. 8d. to 3s. 10d. per lb., as to quantity, with sellers at less.

GERANIUM.—Bourbon for shipment is again a point easier with the price working out at about 21s. per lb., c.i.f., for genuine oil. Spot offers vary with the class of oil. Algerian continues at high figures in the region of 24s. per lb., c.i.f.

GINGERGRASS.—Inquiry does not amount to much. Spot, 4s. 9d. to 4s. 10½d.; shipment, about 4s. 3d. per lb., c.i.f.

HO (SHU).—Dealers are quoting small spot lots of good-quality oil in the region of 2s. per lb.

LAVERDER.—The shipment price for genuine French 38 to 40 per cent. is still dear in the region of 14s. 6d. per lb., c.i.f. Spot holders are asking about the same figure for straight oil, while others' quotations are well below this level.

LEMON.—The Sicilian shipment market is dull and at low figures of about 3s. 2d. to 3s. 4d. per lb., c.i.f., for oil described as hand-pressed. Inquiry is limited. Spot oil is offering from 3s. 9d. to 4s. per lb., as to quantity and quality. Californian, in large drums, 48 cents; in small drums, 49 cents per lb., spot.

LEMONGRASS.—The market has been slack all the week, with shipment and spot prices rather easier at about 4s. per lb.

LIME.—Small spot parcels of West Indian distilled are quoted from 27s. to 28s. per lb.; fair inquiry for shipment in bulk, with the market steadier.

MANDARIN.—Dealers are offering on spot from 14s. 3d. to 15s. 3d. per lb. for small parcels of the best oil.

NUTMEG.—American oil is quoted round about 5s. 6d. and English-made from 5s. 4d. to 5s. 6d. per lb., as to quantity.

ORANGE.—The shipment market for the best makes of French Guinea oil is better, with the price for a fair quantity now in the region of 2s. per lb., c.i.f.; small lots on spot, 2s. 6d. per lb. Sicilian sweet remains dull, with shipment prices a matter of negotiation, nominally 5s. to 5s. 2d. per lb., c.i.f. Spot, 5s. 3d. to 5s. 6d. Californian, spot, one case, 61 cents; two or more cases, 56 cents per lb., spot.

ORRIS.—British-made concrete is steady as quoted from 15s. upwards, as to quantity.

PALMAROSA.—Inquiry remains poor: quoted on spot at about 6s. 1½d. per lb.; shipment, about 5s. 6d. per lb., c.i.f.

PATCHOULI.—Dealers are quoting fair quantities of Singapore at 6s. and up to 6s. 6d. for small lots on spot. English-made oil, 20s. per lb.

PEPPERMINT.—The market has been on the quiet side. Japanese, spot, 3s. 2d. to 3s. 2½d.; shipment, re-sellers, January-March, 3s. 1d.; April-June, 3s. 2d.; July-August, 3s. 3d. per lb., c.i.f. Japanese shippers quoting 3s. 7½d. per lb., c.i.f. The American natural oil has met with occasional demand with the best brands about 2 dollars 60 cents per lb., in drums, c.i.f.

PETITGRAIN.—About steady at current low figures, but business is poor. Spot, 4s. 0d. to 4s. 2d. per lb.; shipment, about 3s. 5d. per lb., c.i.f.

SPEARMINT.—Business has been unimportant. Spot, about 6s. 3d.; shipment, about 5s. 3d. per lb., c.i.f.

SPIKE.—Spanish of the finest quality for shipment would cost close up to 5s. per lb., c.i.f.; spot offers are being made at about 4s. 3d. up to 4s. 9d. per lb. for small quantities.

WINTERGREEN.—Dealers are quoting spot at about 6s. 3d. per lb. for small lots in bottles.

WORMSEED.—Market has remained dull. Spot, about 9s.; shipment, 7s. 9d. per lb., c.i.f.

### Fixed Oils, etc.

ABOUT average business is reported in these products, and the general tone is fairly steady. American turpentine has recovered sharply from last week's decline. Linseed oil is fully steady. Palm oils are dull. ACID OILS.—Values show a recovery this week, business fair: coconut and/or palm kernel, 16s. 6d.; groundnut, 17s.; soya, 15s., spot. CASTOR.—Market unchanged, business limited; pharmaceutical, 38s.; first pressings, 33s.; second pressings, 30s. (barrels), cases, £4 per ton extra, ex mills, Hull, in not less than one-ton lots; Bombay, 24s. 3d. (drums), c.i.f. COCONUT.—Values remain at a low level with business rather slow: deodorised, 25s. (barrels), spot; Ceylon, 13s. 9d. (drums), c.i.f. COTTON.—The market is quoted cheaper and business has been small: deodorised, 20s. 1½d.; common edible, 18s. 6d.; soapmaking, 17s. 3d.; crude, 15s. (barrels), spot. GROUNDNUT.—Market is about steady, business moderate: deodorised, 25s. 6d. (barrels), spot; crude Oriental, 19s. 1½d. (drums), c.i.f. LINSEED (RAW, NAKED).—Values are fully maintained and business has been fairly satisfactory: on spot, 20s. 3d.; March, 18s. 10½d.; April, 19s. 1½d.; May-August, 19s. 6d.; September-December, 20s.; boiled oil, spot, 23s. OLIVE.—Business is about average, market steady: edible, in tins in cases, 72s. 6d. per case of ten gallons; B.P., 5s. per gallon, in 40 gallon barrels. PALM.—Shipment offers are slightly cheaper with business rather quiet: Lagos, 13s. 3d., shipment, softs, 12s. 4½d., shipment; mediums, 13s. 3d., shipment; hards, 13s. 9d., shipment; bleached, 17s., spot. PALM KERNEL.—Values are fairly steady, business limited: deodorised, 23s. 9d.; crude, 16s. 9d., spot. RAPE.—A moderate business with the market unchanged. Refined, 27s. 9d.; crude, 26s. 3d., spot. RESIN.—Values are keeping up and business is fair: B, 15s. 3d.; D, 15s. 6d.; F/G, 15s. 9d.; N, 16s. 3d.; W/G, 16s. 6d.; W/W, 16s. 9d. per cwt., ex wharf. SOYA.—Market a little steadier, business quiet: deodorised, 24s.; crude, 19s. 3d., spot. TURPENTINE, AMERICAN.—The market shows a good recovery, closing fairly steady. Total London stocks, 15,958 barrels; on spot, 51s.



## London Drug Auction

Commercial Sale Rooms,  
Mincing Lane, E.C.3.

March 15.

At the Drug Auctions held to-day ten catalogues containing about average quantities were submitted. The offerings covered the usual range of commodities, but on the whole there was a marked absence of fresh arrivals, no doubt due to the recent low level of prices prevailing. There was no particular feature of interest, and although the demand generally was on the quiet side prices were firmly maintained. ALOES were fully steady but quiet. RHUBARB showed more interest, and fine quality Shensi sold at steady rates. DRAGONS BLOOD was firmly held, and a fair trade is reported privately at full prices. BENZOIN was at full prices, but neglected. BUCHU is unchanged, with a scarcity of fine green leaves. SENNA was quiet, and HONEY sold at slightly lower prices.

ALOES.—Cape: Seventeen cases, consisting of fair to middling quality, were limited at 36s. 6d. to 37s. per cwt. Curaçao: 108 cases were catalogued, of which fourteen had been disposed of just prior to the sale, the balance being limited at from 52s. 6d. to 75s. for dark coarse up to fairly good livery. Zanzibar: Six packages were withdrawn, part in leaves and part in skins, at 70s. per cwt., all "in bond."

ANNATTO SEED.—In all 53 packages offered, and retired. Good Madras at 3½d. and Brazilian 2½d. and 3½d. per lb., according to quality.

BALSAM.—A total of seven cases was offered. Softish, part dark and drossy were held for 2s. 1d. "in bond," and fair palish at 2s. 5d., duty paid. There was no Peru or Copaiba catalogued.

BENZOIN.—Sumatra was in moderate supply; fine almondy block was held for £7 10s.; fair seconds, £6 10s. to £7. Siagon character, free almonds, part woody, were limited at £11 10s. Siam: A fair selection was catalogued; fine bold almonds, of good bouquet, down to grains were all retired. Palembang: No lots were offered on this occasion.

BUCHU.—In all, twenty-five bales were available, comprising rounds, ordinary fair green limited at 10½d. to 11d., and yellowish green 8d. to 9d. For yellow, a bid of 7d. per lb. for two bales was accepted. Ovals: Only two bales were offered and were taken out at 8d. per lb.

CALUMBA.—A parcel of twenty bags, middling washed, was held for 30s. per cwt., duty free. There is still a marked absence of fresh arrivals of natural root.

CANTHARIDES.—Eight cases of fair Chinese flies were held for 4s. 6d. per lb., duty paid.

CARDAMOMS.—Nothing was sold in auction, but we understand that a fair trade is passing privately.

CASCARILLA BARK.—Two parcels were offered; fair quills being held for 2s. 8d. and fair siftings for 1s. 8d. per lb., duty free.

CHAULMOOGRA.—Nineteen cases of Hydnocarpus oil were limited at 11d. per lb., at which price the auctioneer announced private sales were being made.

CROTON SEED.—Is in better supply, and a total of 63 bags offered, and retired at from 50s. to 65s. per cwt.

DRAGONS BLOOD.—In fair supply, consisting chiefly of re-boiled lump, and prices ranged from £26 to £28 per cwt. for the finest down to £23 for medium fiery, "in bond." Pickings of good colour were retired at £18, "in bond."

ERGOT.—A parcel of eight bags, Spanish, was retired at 1s. 7½d. per lb.

EUCALYPTUS OIL.—Four drums of 72.3 per cent. eucalyptol (not B.P.) were limited at 9½d. per lb.

GAMBOGE.—Supplies were distinctly small, good Siam pipe being held for £14 to £14 10s. per cwt., duty paid, at which price sales are being made.

GUM ACACIA.—There were no Kordofan sorts on offer, but two lots of bleached were available at from 67s. 6d. to 75s. per cwt., according to quality. Privately the shipment market remains quite firm, with an fair amount of activity. Shippers continue to offer sparingly, and in the near positions quite a good trade has passed.

HONEY.—The market continues quiet, and at auction the offerings were mostly withdrawn in the absence of bids; only a few lots sold at easier rates, as follows:—Jamaica, set, palish, at 38s.; darkish, at 34s. per cwt. Dutch Guiana, set pale, at 35s., duty paid. Other descriptions were bought

in at 25s. to 28s. for Cuban, 28s. for San Domingo, 45s. for Guatemala, and 24s. to 34s. for Russian, all of these being "in bond."

IPECACUANHA.—Slow of sale, 18 bales being catalogued, comprising Matta Grosso at 4s. 4d. to 4s. 6d., and Minas at 3s. 9d. to 3s. 10d. per lb. No Cartagena was on offer.

JALAP.—Two parcels of Vera Cruz, testing 14.7 per cent. and 10.17 per cent., were limited at 1s. 5d. and 10d. per lb., "in bond," respectively.

KAMALA.—Fifteen bags, analysed by Messrs. Salamon & Seaber, as testing 5 per cent. ash, were held at 11d. to 11½d. per lb.

KOLA NUTS.—In all 82 bags Jamaica halves were on offer and retired at 1½d. to 2d. per lb., according to quality.

MYRRH.—Various lots were offered, and retired at previous rates. Fair to good Aden sorts £6 to £6 10s. per cwt., "in bond." Ordinary to fair pickings, part woody, 50s. to 80s. per cwt., according to quality.

ORANGE PEEL.—Two parcels were catalogued, one of which did not arrive in time for auction; fair bright thin cut Tripoli was limited at 1s. 9d. per lb. A fair business is reported privately at full rates.

QUINCE SEED.—Fully steady, and two bags of fair Cape were sold at 3s. per lb.

RHUBARB.—Seventy-two cases were offered and part sold. Shensi, well trimmed, of fine fracture, realised 3s. 9d., for small rounds and also for medium flat. Fairly good pickings sold at 2s. 6d. per lb. A parcel of seven cases Canton, dullish, wire-wormed, sold "without reserve" at 1s. 3½d. (Pickings at 1s. 1d. per lb.). A parcel of fairly good Canton was on offer at 2s. 2d. per lb. High dried, flat, of good pinky fracture, was limited at 2s. 3d. and dull ditto at 1s. 9d. to 1s. 10d. flat, untrimmed horny retired at 1s. 6d., and rough round at 1s. 2d. to 1s. 4d. per lb.

SARSAPARILLA.—Native Jamaica, limited at from 11d. to 1s. 1d., according to quality; grey Jamaica retired at 1s. 7d. per lb., duty free. Mexican is selling privately at 7½d., duty paid. Two parcels of Honduras were held for 1s. 6d. to 1s. 7d. per lb., "in bond."

SENNA.—A quiet auction, but a fair business is passing privately. For Alexandrian pods there is quite a steady demand for the finest grades, which remain scarce. Manufacturing quality is dearer. Tinnevely: no change to report.

SIROPHANTHUS SEED.—Eight bags offered, testing 100 per cent. Kombé were limited at 4s. 7d. per lb.

WAX.—Very firm market and with spot suppliers very limited. Jamaica retired at £5 5s., and a parcel of 150 bales of good pale Rhodesian was limited at 97s. 6d. per cwt., a bid of 95s. having been refused. Calcutta, 13 cases, were limited at £5 10s. per cwt.

Next Drug Auction will be held on Thursday, May 17.

## Drug Trade Protest

At the Drug Auction held on Thursday, March 15, the following Resolution was proposed by Mr. W. J. Duval (Lewis & Peat, Ltd.), seconded by Mr. E. A. Smee (E. A. Smee & Sons, Ltd.), and carried unanimously:—

RESOLVED that this gathering of City of London Brokers, Merchants and Wholesale Manufacturing Chemists engaged in the Drug Trade attending the Public Drug Auction, held at the Commercial Sale Rooms, Mincing Lane, on Thursday, March 15th, 1934, do strongly protest against the undue delay on the part of the Import Duties Advisory Committee in making known their decision in respect of an application for an amending Order for crude drugs in the form of dried leaves, dried plants, dried flowers, and dried roots to be excluded from the additional duties imposed under their No. 5 Order on horticultural produce. We beg respectfully to draw the attention of the authorities to the substantial loss of trade, consequent upon the uncertain position of the past three months, and urge that a decision should be issued immediately in order to avoid further loss of trade to this country. A copy of this Resolution to be forwarded to the President of the Board of Trade and the Chairman of the Import Duties Advisory Committee.

It was agreed that THE CHEMIST AND DRUGGIST, as the leading journal of the drug trade, should be requested to forward the Resolution to the authorities.



# Correspondence

Letters should be written on one side of the paper only. Correspondents may adopt an assumed name, but must in all cases furnish their real name and address to the Editor

## Licensed Poison Vendors' Fees

SIR,—It is gratifying to me to see in the report of the Pharmaceutical Society's March Council meeting that at last there are questions on the cost of the licences to those lucky individuals who have the privilege of retailing poisons, for which the registered man studies, obtains a compulsory qualification, and in the new régime must also pay for a licence for his supervision. I have tried to obtain information on this subject without success. . . . I do sincerely hope that it will not be the paltry fee charged for licences to street traders and for the registration of milk sellers. I feel that from three to five guineas per year would be quite a small fee, and ten guineas would suit me better; and then it is cheaper than taking our qualification and without any mental strain. What other qualification can be bought in this country, or part thereof? I am not convinced that the safeguards are sufficient when the licensing is entrusted to men of no pharmaceutical experience.

Yours faithfully,

ALBAN ATKIN.

West Hampstead, N.W.6.

## Counter Prescribing

SIR,—I agree with "But Unbowed's" letter in last week's *C. & D.* (p. 287). The questions of counter prescribing by chemists, dispensing by doctors, and the sale of drugs by unqualified persons have been discussed for very many years without any real progress being made. Counter prescribing is the chemists' right and should never under any pretext be surrendered. In my opinion the root cause of the chemists' trouble is the defect in the curriculum. Physiology and therapeutics are two subjects every chemist ought to be thoroughly versed in. We ought to endeavour to get part-time classes formed in the above subjects at some technical college or university, and if I can obtain the support of twenty chemists I am willing to give all the help I can in forming such classes.—Yours faithfully,

A. STEPHENS, M.P.S., F.B.O.A.

Pontefract.

## Fouling the Nest

SIR,—Will you kindly allow me space in your valuable paper to protest against the innuendo recently printed in a trade paper (not the *C. & D.*)? I am referring to the suggestion that any pharmacist would be "guilty of knowingly supplying surgical or industrial spirits to addicts." At such a time as this, when attacks are being made on our craft from inside as well as outside the ranks, it behoves all of us to support our calling and not give such an opportunity to our opponents. A remark such as I complain of would be most valuable to a parliamentary speaker in a debate on the Methylated Spirits Bill shortly to come before the House. I consider it almost sufficient "misconduct" to have the writer haled before the Statutory Committee (when formed) to prove his statement and his fitness to remain a member of our Society.—Yours faithfully,

SURGICAL SPIRIT (13/3).

## Subscribers' Symposium

For interchange of opinion among "C. & D." readers and brief notes on business and practical topics

### Warning

A neatly dressed, well-spoken man of medium height, with ruddy complexion, age forty-five to fifty, is describing himself as a doctor from a local nursing home or hospital, ordering a water bed for immediate delivery, and then

borrowing money and promising to repay on his return for the article ordered. This trick came off in Chelsea recently, but a similar attempt in Greenwich last week failed. The publication of this may put other chemists on their guard.—*J. Milner, Greenwich.*

### Alkalosis

The statement of Dr. A. F. Hurst (*C. & D.*, March 3, p. 234) that many fatal cases may have occurred from alkalosis is interesting when compared with the table of drugs showing the frequency of prescribing, compiled by Mr. Gilmour (p. 245), in which sodium bicarbonate comes first as the one ordered most. Many pharmacists with much panel dispensing must have one or two "chronics" who take the same mixture week after week; some customers I have in mind have been taking 20-gr. doses of sodium bicarbonate three times a day for two or three years; what is their ultimate condition?—*Barbitrate (12/3).*

## Miscellaneous Inquiries

When samples are sent particulars should be supplied to us as to their origin, what they are, what they are used for, and how. We do not undertake to analyse and report upon proprietary articles nor to publish supposed formulas for them

*J. W. T.* (22/28).—SUGAR OR SACCHARIN.—The sweetening power of gr. 1 of saccharin is equal to approximately 1 oz. 1 dr. of sugar, and 28 grains to 2 lb. of sugar. Elixir of saccharin, B.P.C., contains gr. 44 of saccharin in 1 fl. oz., and the following table shows the correspondence of this preparation with sugar as regards sweetening power for the given amounts:—

### Elixir of Saccharin

20 minims = approximately	...	2 oz. of sugar.
30 minims = approximately	...	3 1/4 oz. of sugar.
1 fl. dr. = approximately	...	6 1/2 oz. of sugar.
2 fl. dr. = approximately	...	13 oz. of sugar.
2 1/2 fl. dr. = approximately	...	1 lb. of sugar.
5 fl. dr. = approximately	...	2 lb. of sugar.

*A. C.* (15/12).—CARPET CLEANER.—This contains boron, chloride, sodium, phosphorus, apparently combined in the form of sodium chloride (say 10 per cent.), borax (say 50 per cent.), and sodium phosphate (say 40 per cent.).

## Retrospect of Fifty Years Ago

Reprinted from

"The Chemist and Druggist," March 15, 1884

### Zanzibar Aloes in Skins

The usual package—the monkey-skin—when filled with aloes, is sent from the interior of Northern Central Africa down to the coast, and there packed into second-hand Manchester cases of various sizes. . . . I noticed a skin which could not have contained more than 2 lb. of aloes, in fact, its contents were by far less valuable than the little animal would have been, had it been sent alive to this country; whilst other skins contained some 30 to 40 lb., or even more. It was suggested . . . that it was a pity the natives could not find the means of making boxes; but in a country where the nail is yet unknown and the art of joinery a thing of the future, they no doubt do their best to supply the deficiency. . . . Monkeys are very plentiful, easily killed, and of such varying sizes as to suit both large and small collectors of the juice of this important plant.



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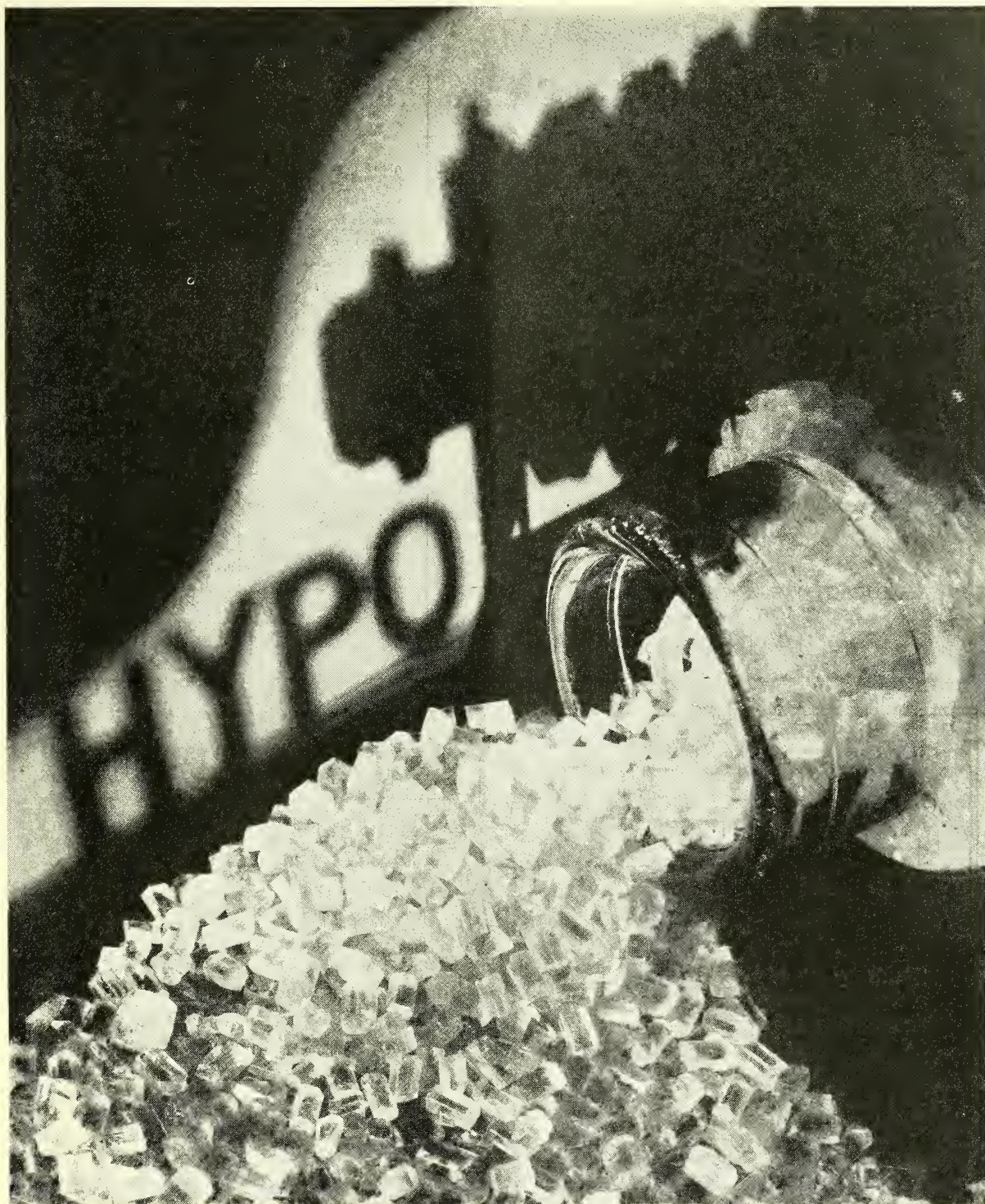
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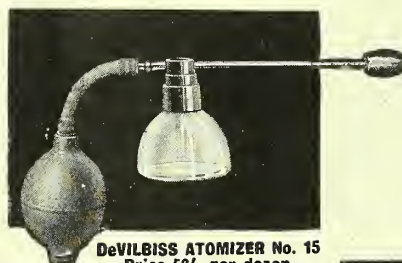




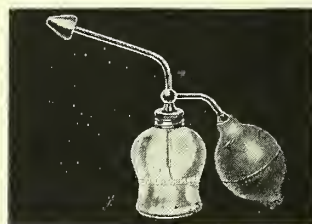
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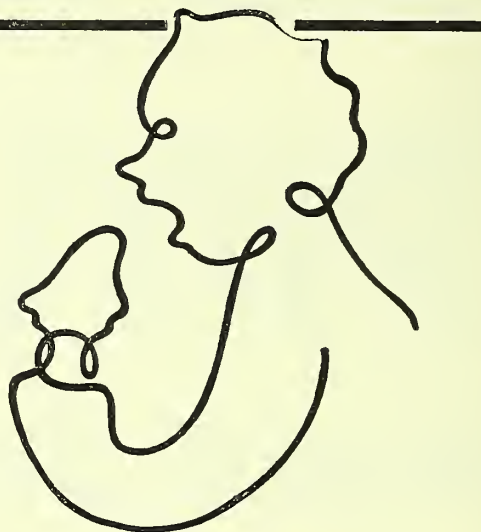
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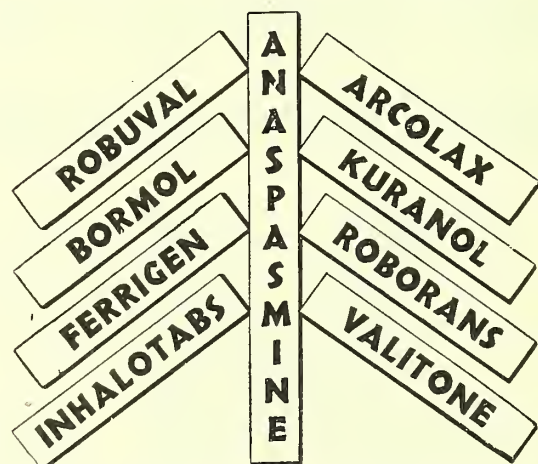
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**6½d. size - - - 4/9 per doz.**

**1/- „ - - - 9/- „ „**

**1/6 „ - - - 13/6 „ „**

**5% DISCOUNT AND 2½% FOR PROMPT CASH**

---

**LOOK TO YOUR STOCKS AND  
SEND YOUR ORDER NOW**

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**P. H. GALLOWAY, LTD.  
LONDON, S.E.17**





**A LINE WELL WORTH  
HANDLING BECAUSE...**

**DEXTROSOL**

**is B.P. quality...and is  
nationally advertised**

*The 1934 campaign embraces  
NATIONAL NEWSPAPERS  
MEDICAL and NURSING PUBLICATIONS*

*It's going to be a real Glucose year  
Don't miss your share!*

SEND COUPON FOR DISPLAY MATERIAL AND LITERATURE

**COUPON**

To CORN PRODUCTS CO., LTD., BUSH HOUSE, ALD'WYCH, LONDON, W.C.2

Please send me display material and literature for "Dextrosol."

Name.....

Address.....

C.D.-D.2.



Branch Addresses :—

174 Corporation St.,  
BIRMINGHAM (4)  
Canada House, Baldwin St.,  
BRISTOL (1)  
Standard Buildings,  
City Square, LEEDS  
342 Produce Exchange,  
MANCHESTER (4)  
109 Pilgrim St.,  
NEWCASTLE-ON-TYNE  
Grosvenor Buildings,  
68 Gordon St., GLASGOW

**INNERCLEAN**

THE NEW  
Intestinal Laxative

RETAIL PRICE **3/-**

TRADE PRICE **27/-**

**Brooks & Warburton  
LIMITED**

232-240 VAUXHALL BRIDGE ROAD  
LONDON, S.W.1

**LABELS LABELS LABELS LA  
BELS LABELS LABELS LABE  
LS LABELS LABELS LABELS  
LABELS LABELS LABELS LA**

**L A B E L S**

**LABELS LABELS LABELS LA  
BELS LABELS LABELS LABE  
LS LABELS LABELS LABELS  
LABELS LABELS LABELS LA**

**JAMES TOWNSEND & SONS,  
CHEMISTS' PRINTERS,  
EXETER.**

LONDON OFFICE: 29, FARRINGDON STREET.

**LS LABELS LABELS LABELS**





**ISCO BRAND**

**FINEST NON-FREEZING MEDICINAL COD LIVER OIL**  
SELECTED AND SPECIALLY GRADED—HIGH VITAMIN TEST

**FINEST CATTLE & POULTRY FEEDING COD LIVER OIL**  
CONFORMS TO THE SPECIFICATION OF THE "WORLD POULTRY CONGRESS" 1930

Buy British Samples and quotations at your disposal

**Isaac Spencer & Co. (ABERDEEN) Ltd.**  
ALBERT QUAY, ABERDEEN, SCOTLAND

## CALDER YEAST TABLETS

50 Tablets 7d.

100 Tablets 1s. Od.

Discounts: Retail  $33\frac{1}{3}\%$ , Wholesale  $16\frac{2}{3}\%$ .

Carriage paid on all Orders.

### YEAST IMPROVES THE COMPLEXION

Can now be obtained in Cartons of 1 & 2 doz. bottles, containing 50 tablets, and Cartons containing 1 doz. bottles of 100 tablets.  
Supplies of Calder Yeast Tablets may be obtained through Wholesalers and—from The United Yeast Company Ltd., London, Birmingham, Bristol, Leeds, Manchester & Newcastle.

**Calders' Yeast Co. Ltd., INVERKIP STREET, Glasgow, C.5.**

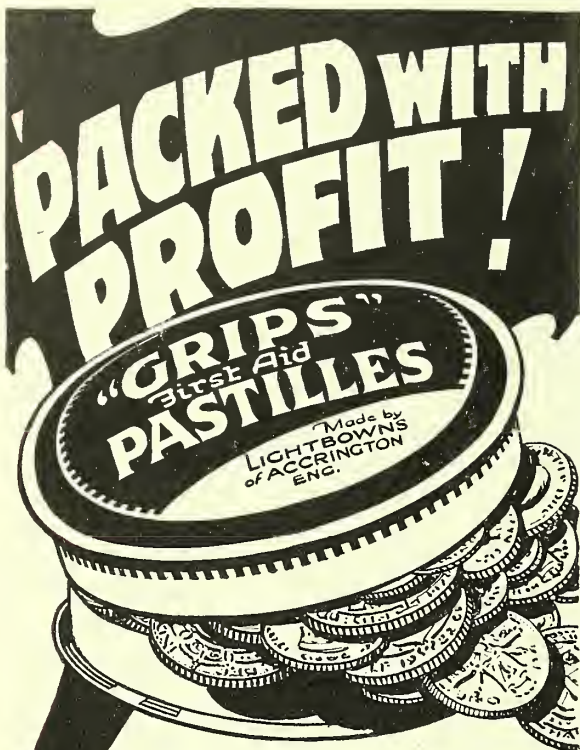
**50 YEARS' REPUTATION BEHIND IT !**  
**THE POWER OF ADVERTISING BEFORE IT!**

Every chemist knows Tamar Indien Grillon as a high-class fruit laxative of excellent repute. Great impetus is being given to sales by a long series of advertisements in the *Daily Mail*. National publicity means that you are liable to be asked several times a day for the proprietary article in question. Don't be caught napping! See that you have a good stock of Tamar Indien Grillon to meet the increased demand.

**TAMAR  
INDIEN  
GRILLON**

All enquiries to: GUYOT-GUENIN & SON (DEPT. CD), 67 SOUTHWARK BRIDGE ROAD, LONDON, S.E.1





Every retailer who sells GRIPS will tell you that it is the quickest selling and best-known line of its kind. The profit is a generous one and every customer is delighted with his purchase. GRIPS make regular customers. They sell themselves by reason of their innate goodness. They are a necessity in winter and the treacherous months of early spring. Display GRIPS and make more customers and more profit

Agents to the Wholesale & Retail Chemists' Trade:

THOS. CHRISTY & CO.,  
4-12 Old Swan Lane, London, E.C.4

**'GRIPS'**  
**FIRST AID PASTILLES**

Made by J. W. Lightbown & Sons, Ltd., Accrington

# Robb's

NURSERY BISCUITS  
& BISCUIT POWDER  
DIETETIC BISCUITS for  
DIGESTION & GOOD HEALTH  
DIGESTIVE RUSKS for

Infants and table use

CHARCOAL BISCUITS  
for indigestion, obesity, etc.

BROWN DIGESTIVE,  
WHEATMEAL, OATMEAL,  
& CRACKNEL BISCUITS  
are recommended as being  
highly nutritious

OBTAINABLE FROM ALL PRINCIPAL WHOLESALERS  
Showcards, Samples and Literature on application to:

**Alex Robb & Co Ltd**

(Dept. C.T.2), NURSERY BISCUIT FACTORY  
ATKINS ROAD, LONDON, S.W.12

## FOR HALIBUT OIL & PREPARATIONS



WRITE  
LOFTHOUSE & SALTMER LTD. HULL.

**T. JONES & CO.**  
JOHN KEALL, M.D.S.L.  
DISPENSING CHEMISTS.

AND AT  
68 WEST HILL, S.W.15.  
FROM PUTNEY 72.  
241 ELGIN AVENUE, W.9  
OPPOSITE MARSA GALE 1934.

5, PUTNEY HILL,  
S.W.15.

17th January, 1934.

Messrs. J.C. Eno Ltd.,  
160, Piccadilly,  
London, W.1.

Dear Sirs,

The sales of ENO'S "FRUIT SALT" seem to be making regular progress year by year. We find that our sales during 1933 continued to show a further increase.

We suppose this is due to the confidence the public have in your product, the regularity of your press advertising, also the display publicity which we are always ready to give to a reliable product like ENO.

Yours faithfully,  
T. JONES & CO.,

*John Keall*

## Have you taken advantage of the IMPROVED ENO BONUS OFFER

?

If you have not already received particulars write immediately to J. C. ENO Limited, 160 Piccadilly, LONDON, W.1.

Read these letters from two of the many satisfied Chemists who find that it pays to display and recommend ENO.

It pays to stock and recommend ENO because :—

ENO is in constant demand  
ENO makes satisfied customers

ENO has no superior in its class. It does not deteriorate

ENO is well advertised year in and year out

ENO display cards are designed to suit your particular needs

Dormant stocks pay no dividend, but ENO assures you of continually increasing profits

*Grattan & Co., Ltd.*  
Pharmaceutical Chemists and Sterilized Water Manufacturers.  
BRANCH ESTABLISHMENT, 31 UNIVERSITY ROAD,  
MANUFACTORY, 108 GT. VICTORIA STREET.  
Telegraphic Address: "GRATTAN, BELFAST" Telephone No. 204.

7 & 9 Corn Market  
Belfast.

1st February, 1934.

Messrs. J. C. Eno Ltd.,  
160 Piccadilly,  
LONDON W.1.

Dear Sirs,

We are glad to advise you that our sales of ENO'S "FRUIT SALT" during 1933 show a considerable increase over those for 1932. It is interesting to us to observe such steady increases year by year, and it is gratifying to us to be able to handle a product such as ENO, which is so well advertised, gives satisfaction to the public (hence the increasing sale), and at the same time shows the pharmacist a good profit.

We invariably keep ENO on display because it pays us to do so and it makes satisfied customers.

With best wishes for 1934.

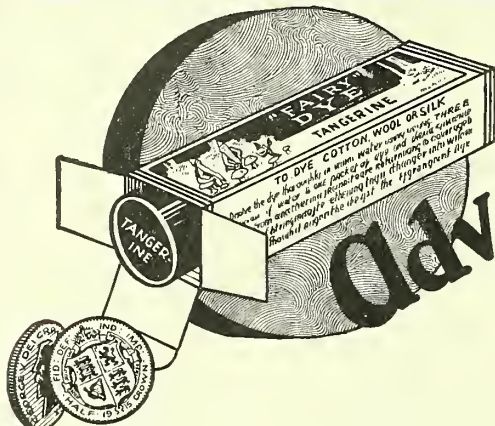
Yours faithfully,

GRATTAN & CO. LTD.,

*W. Macartney*, Director.

THIS YEAR MAKE  
**ENO'S 'FRUIT SALT'**  
YOUR SALINE





# Advertised goods yield quick profits

## FAIRY DYES

are big sellers—always in popular demand. They mean quick turnover and liberal profits. Fairy Dyes are forging steadily ahead and you should periodically inspect your stocks.

Retailed at 2d. per tube—attractively packed. 31 shades and colours.

Be wise—stock

# Fairy Dyes

**LONDON DEPOT:**  
**292 UPPER ST.,**  
**ISLINGTON - N. 1**

FAIRY DYES, LTD., GLASGOW, N.W.

### PHOSPHATE OF SODA, Pure

For Food Purposes

ASK FOR SAMPLE AND PRICES

**PERRY & HOPE, LTD.**

Forth and Clyde Chemical Works, NITSHILL

Telephone: Giffnock 414 (2 lines). Telegrams: "Perryope, Nitshill."



### CACHETS "FINOT"

(White or Coloured)

With inscriptions in any desired tint;  
also Plain or Embossed.

"A distinction all their own."—C. & D.  
"Perfection of Cachets."—Lancet.

These Cachets are especially adapted for Headache, Neuralgia and other powders.

COOPER SON & CO. LTD., 80 Gloucester Road, SOUTH KENSINGTON  
In 17 Sizes to fit the various types of Cachet Machines.

### BLYTON, ASTLEY & CO. LTD.

Eagle Laboratories, Lr. Broughton, Manchester,  
FOR

**LOZENGES, PASTILLES, "MENTHELLS,"**  
**and Quick-Selling SPECIALITIES.**

### DUTCH DROPS

The Original HAARLEM OIL

Also in Capsule Form.

We are Sole Distributing Agents for the British Isles, British Colonies, Scandinavian Countries, Spain and South America.

**BROOK, PARKER & CO., LTD., BRADFORD**

### H. E. STEVENSON & Co., Ltd.

Wholesale Export Druggists.

10 Pancras Lane,

Queen Victoria Street, London, E.C.4

### Halibut Liver Oil

Finest Refined Quality

This Oil contains Vitamins as follows:

"A"—300 Carr-Price units. 600 B.P. units

"D"—1500 International units per gramme

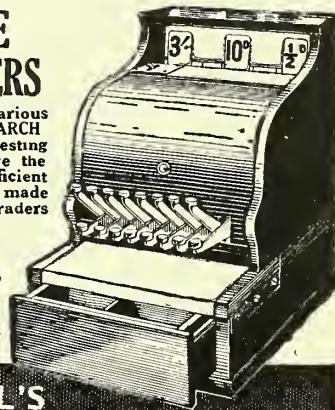
### BRITISH MADE CASH REGISTERS

are now obtainable in various models. The Gledhill 'MONARCH' incorporates new and interesting features calculated to save the retailer money. It is efficient and reliable—British made throughout for British Traders throughout the country.

Write for particulars

G. H. GLEDHILL & SONS  
Ltd.

16 Trinity Works, Halifax, Eng.  
Makers of Autograph Cash Tills



**GLEDHILL'S**

WE ARE PRODUCERS AND REFINERS OF THE LARGEST RANGE  
OF

# STANDARDISED VETERINARY COD LIVER OILS

A GRADE FOR EVERY PURPOSE

SPECIFICATIONS  
AND  
VITAMIN  
POTENCY  
GUARANTEED  
—  
SEND FOR  
COPY OF  
OUR UNIQUE  
GUARANTEE

**C. T. BOWRING & CO. LTD.**  
20 CASTLE STREET,  
**LIVERPOOL**

TELEPHONE:  
BANK 1336 (4 lines).

TELEGRAMS:  
"BOWRING," LIVERPOOL.

**LIQUID PARAFFIN, B.P. 1932**

Gravities 890/95, 885/90, 880/85.

HIGHEST VISCOSITIES.

BEST CLOUD TESTS.

**WHITE AND HALF-WHITE OILS**  
**JULES DE GAY,** 5 LAURENCE POUNTNEY HILL,  
SUFFOLK HOUSE, CANNON STREET, LONDON, E.C.4  
WHOLESALE ONLY Phone: Mansion House 9956

**PURE ORANGE WINE**  
**A. MILLAR & CO., LTD., DUBLIN**

(VINUM AURANTII B.P. 1914.) Prepared in strict accordance with the Formula of the British Pharmacopœia. (Wholesale only)  
Samples from Head Office, Thomas Street, DUBLIN, or London Office, 74 Great Tower Street, LONDON, E.C.3.

**HERBARAS CURES CONSTIPATION**

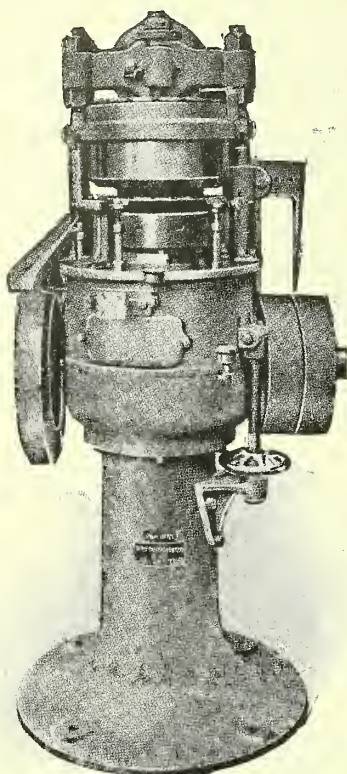
There is a growing demand for natural treatment for Constipation of which the best example is HERBARAS Seeds of the Plantago type. Herbaras, which is being increasingly recommended by the medical and nursing profession, carries with it a very strong "repeat" business. The goodwill of every local order is handed to the local chemist.

P.A.T.A. Retail. 1/9 4 oz. 3/- 8 oz. 5/- 1 lb. 9/6 2 lbs.

SEND FOR A SPECIAL £1 PARCEL WITH WINDOW DISPLAY TERMS

JOHN W. LONGMAN, LTD., Overseas Produce Merchants. 489a Oxford St., LONDON, W.1





# S. W. WILKINSON & CO.

## WESTERN ROAD, LEICESTER.

### Rotary Tablet Machines

*These Machines are now made in 4 sizes :*

- 12-Punch Ordinary for Tablets from  $\frac{3}{8}$ " to  $\frac{7}{8}$ " diameter.  
Output 400 per min.
- 20-Punch Ordinary for Tablets from  $\frac{1}{4}$ " to  $\frac{1}{2}$ " diameter.  
Output 700 per min.
- 12-Punch Heavy for thick Tablets and Blocks 1" diameter.  
Output 250 per min.
- 18-Punch Heavy for thick Tablets and Blocks 1" diameter.  
Output 400 per min.

*LISTS ON APPLICATION.*

**Single Punch Machines made in 5 sizes  
for Tablets from  $\frac{1}{8}$ " to  $1\frac{1}{2}$ " diameter,  
also Lozenges.**

## MACHINES FOR BATH SALT TABLETS

**CUT YOUR COSTS  
& YOU INCREASE  
YOUR PROFITS**

*Here's the machine to  
enable you to do it!*

This is a unique and inexpensive machine—giving 100% service at a minimum cost. Its sturdy construction eliminates all danger of bursting—and other troubles—frequent occurrences in some of the cheaper apparatus now on the market.



## "LAUDER"

### BOTTLE FILLING MACHINE

(PATENT PENDING)

will fill sprinkler neck bottles and larger size containers and will also fill by gravity. Strongly made of stainless steel—no internal mechanism—self-contained valve with instant cut-off. Bench space required—only  $1\frac{1}{2}$  sq. ft. Made in three sizes—2 and 5 and 10 gallons capacity, complete with pump and full range of nozzles. Ask for full descriptive literature.

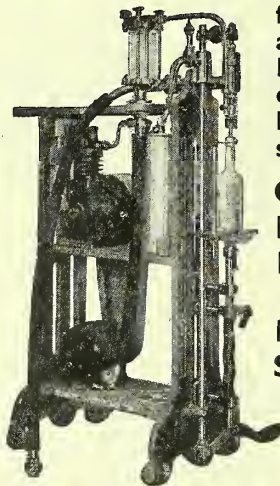
Sole  
Manufacturer: **L. T. LAUDER**  
4 MILES HILL STREET LEEDS 7

**ROBERTS' PATENT**

## "LEO" VACUUM FILLER

for Glass, Stone,  
and Tin Bottles.  
Fills all sizes from  
drachm to quart—  
long, short or  
sprinkler neck.

**Clean and Rapid  
No Over Filling  
Broken Bottles  
Rejected  
Easy to Clean  
Self Rinsing**



*WRITE FOR  
PARTICULARS*

### Roberts' Patent Filling Machine Co.

T. ROBERTS, Proprietor,

**33 Roundcroft Street, Bolton, Lancashire**  
Makers of every description of Bottle Filling and Shallow  
Jar and Tin Filling Machine for the Chemists' use.

ALL RIGHTS RESERVED



# THOUSANDS OF DOG OWNERS DO THIS EVERY WEEK Get Your Share of This Business

THOUSANDS of Dog Owners give their dogs Sherley's Tonic and Condition Powders every week, and other Sherley Products when necessary. There is a Sherley Remedy for every doggy ailment, and it will pay you to stock these popular quick-selling lines. They are protected at prices which show a wide margin of profit, and are sold on terms which eliminate all risk of loss. A postcard brings full particulars. A. F. SHERLEY & CO., LTD., 18 MARSHALSEA ROAD, LONDON, S.E.1.

## STOCK ALSO SHERLEY'S

LACTOL and Lactol Biscuits  
WORM Capsules and Powders  
SKINCURE—Insect Powder  
CANKER Lotion and Powder  
LINTOX for Distemper  
Cough Tablets—Fit Tablets  
Anti-Gastritis Powders  
Wound Lotion—Eye Lotion  
Formalin Soap  
Shampoo Dry Cleaning Powder  
Dry Shampoo—Dry Cleaner



## SHERLEY'S DOG FOODS AND MEDICINES

SHERLEY'S  
DOG MEDICINES  
are prepared by fully  
qualified Analytical and  
Pharmaceutical Chemists.

IT IS JUST AS  
EASY TO SAY

**Armstrong's**  
CORKS



ARMSTRONG CORK CO. LTD.  
ALDWYCH HOUSE, LONDON W.C.2.

## SPRINKLER BOTTLES

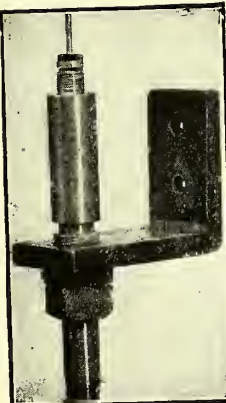
### Automatic Rinsing

Can be connected to the town's water supply by metal or india rubber hose pipe.

By merely passing the mouth of the bottle over the jet and pressing the bottle downwards water is automatically sprayed into the bottle. The water completely drains away from the bottle as it is withdrawn.

Further particulars may be obtained from the makers:—

**The THOMAS HILL  
Engineering Co. (HULL), Ltd.**  
9 PARK LANE, STEPNEY, HULL



**SCREW CAPS**

Make a point of inspecting the  
"OK" range in all sizes and styles  
including Nickel, Gilt and Enamel  
finishes and Bakelite.

Sole Agents for Gt. Britain:  
**SALE ENGINEERING Co., Ltd.**  
48, Gresham St., London, E.C.2



**It pays to concentrate only on**

**MORFI**

**Fromms Act**

**Tropex**

## **Transparent Preventatives**

Hot vulcanised, and guaranteed to keep fresh for three years in any temperature. Well known Trade Marks.

It has always been the principle of the Fromms Act Rubber Works, Ltd., to bring the best and safest quality of rubber preventatives on the market, and through years of experiments in their own research laboratories they have achieved their aim by making a rubber preventative which stands alone in the world.

**YOUR CUSTOMERS ARE ALWAYS SATISFIED WITH MORFI**

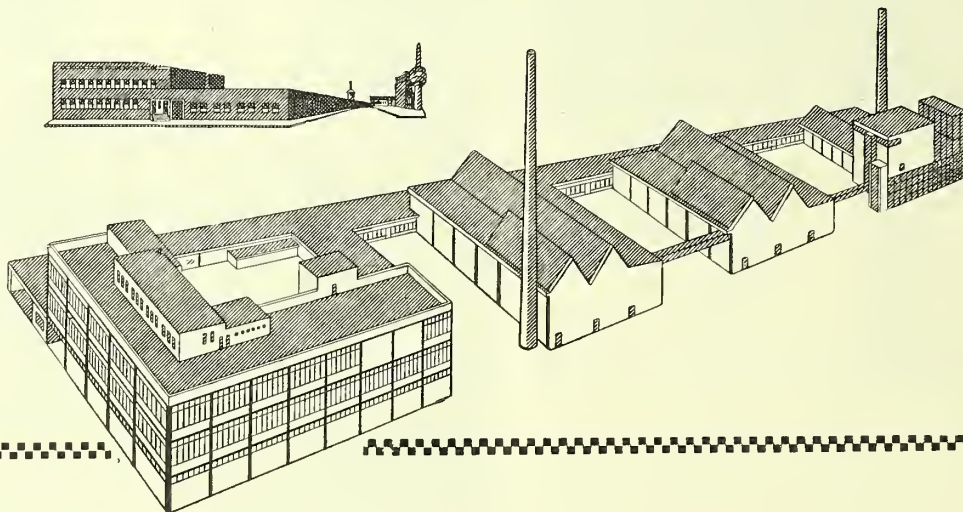
THE ABOVE BRANDS ARE OBTAINABLE ONLY FROM

**HERBERT FROMM,**

Aldwych House,  
LONDON, W.C.2

Phone: HOLBORN 4870

SOLE IMPORTER OF GOODS OF  
FROMMS ACT RUBBER WORKS, LTD., BERLIN





# BROMIDES

*Quotations on request  
for contracts on  
present favourable  
terms*

# & IODIDES

# Whiffen

**WHIFFEN & SONS, LIMITED**

INCORPORATING GEORGE ATKINSON & COMPANY • ESTABLISHED 1854

ALDERSGATE CHEMICAL WORKS

**FULHAM, LONDON, S.W.6**

Telegrams: "Whiffen, London." Telephone: Fulham 0031 (3 lines)



## OPENING A PHARMACY

From London  
11.1.34

I thank you for dispatching my order so promptly. One consignment arrived a day late, but that was the fault of the railway company. All the goods were received in good condition and I am very pleased with the various packed lines.

From Worcestershire  
10.1.34

I should like to take this opportunity of expressing my entire satisfaction with your handling of my opening order. I am extremely pleased with the appearance of the goods, especially the "Purple Key" pack.

I appreciate the great help that Mr. Black has given me and the helpful atmosphere at Hanover Street when we came to Liverpool.

Hoping that this may only be the beginning of a mutually profitable business association.

Get AYRTON'S PUBLICATION

**"A New Pharmacy"**

AYRTON, SAUNDERS & Co., LTD.  
34 Hanover Street, 44-46 North Lotts,  
LIVERPOOL DUBLIN

## To Wholesale and Export Trades SOLID & LIQUID EXTRACTS

Green Extracts •  
Expressed Juices •  
Essential Oils •  
Belladonna & •  
Henbane Preps. •

## MEDICINAL SPIRITS

IN BOND FOR EXPORT

WILLIAM RANSOM & SON LTD.

Manufacturing Chemists

HITCHIN, Near LONDON

## MALTED FOODS

*Special Foods Devised  
'One Name' Formulae  
Prepared & Packed*

**George King & Co. Ltd.**  
Sycamore Street  
London, E. C. 1

## IN TINS OR TONS

"ON THE BONNIE BONNIE BANKS  
OF LOCH LOMOND"



YOU CAN 'BANK' ON  
**COSMOS  
LAMPS**

METROPOLITAN VICKERS ELEC. Co. LTD.  
TRAFFORD PARK - MANCHESTER 17





# The CHEMIST AND DRUGGIST SUPPLEMENT

This Supplement is inserted in every copy of The Chemist & Druggist

MARCH 17, 1934

28 ESSEX STREET, LONDON, W.C.2

## ADVERTISEMENT TARIFF

ALL ADVERTISEMENTS are PREPAID, so that remittance must accompany instructions in each case. If it be necessary to telephone or telegraph an urgent announcement this may be done, provided the money is telegraphed at the same time.

**BUSINESSES WANTED** and for **DISPOSAL, PREMISES TO LET** and **FOR SALE, PREMISES WANTED, PARTNERSHIPS, GOODS FOR SALE** and **AGENCIES**—6/- for 50 words; every additional 10 words or less, 6d. (Box No., 1/- extra.)  
**SITUATIONS OPEN**—6/- for 40 words; every additional 10 words or less, 6d. (Box No., 1/- extra.)  
**SITUATIONS WANTED**—2/- for 18 words; every additional 10 words or less, 6d. (Box No., 1/- extra.)  
**LEGAL NOTICES, TENDERS, AUCTIONS**, and all specially-spaced announcements, 1/3 per nonpareil line (12 lines = 1 inch single column). (Box No., 1/- extra.)  
**MISCELLANEOUS (Wholesalers' Section)** for odd and second-hand lots—10/- for 60 words; 1/- for every additional 10 words or less. (Box No., 1/- extra.)  
**EXCHANGE COLUMN** (for Retailers, etc.)—Twopence per word, minimum 2/- (Box No., 1/- extra.)

**THE CHEMIST & DRUGGIST, 28 Essex St., Strand, London, W.C.2**  
 Telephone: Central 6565 (8 lines).      Telegrams: "Chemicus, Estrand, London."

## CLOSING FOR PRESS.

must reach us  
not later than

**FIRST POST THURSDAY MORNING**

All advertisements intended for  
insertion in this Supplement

## ORRIDGE & CO.

**56 LUDGATE HILL, E.C.4**

ESTABLISHED 1846

Telephone No.: CITY 2283

May be CONSULTED at their Offices on MATTERS of SALE, PURCHASE & VALUATION

We make no charge to purchasers, and invite intending buyers to communicate with us, stating their requirements

1.—**STANMORE (NEAR)**.—Good-class Family Retail Business; increasing turnover, last year £2,370; gross profit 35 per cent.; flat over available if required; 17½ years' lease; price £1,750 or valuation terms entertained.

2.—**SOUTH KENSINGTON (NEAR)**.—Very Good-class Business, producing net profit of £450 per annum; established 30 years; main road position; flat over; moderate rent; long lease; price £1,500 or valuation terms entertained.

3.—**CHEAM (NEAR)**.—Working-class Retail Business with fair amount of Panel; cash takings £25 weekly; gross profit £600; five-roomed house and garden; long lease; price about £750, or valuation terms entertained.

4.—**EALING**.—Family Retail and Dispensing Business; very old-established; returns last year £2,280; gross profit 40 per cent.; main road corner shop, well fitted and stocked; living accommodation; price £1,550 or valuation terms entertained; Vendor retiring.

5.—**PICCADILLY (NEAR)**.—Cash Retail Business producing net profit of £800 per annum; busy main road position; rent £125; held on lease; price £2,500 or offer; branch business returning £2,200 per annum also for disposal; further details on application.

6.—**PUTNEY**.—Family Retail Business with Good Prescribing; established 1922; returns last year £1,100; neglected owing to ill-health; double-fronted corner shop; semi-main road position; rent £52; price £650 or near offer.

7.—**VAUXHALL (NEAR) (DEATH VACANCY)**.—Old-established Business for sale on account of death of owner; returns at present £12 per week plus 5,000 N.H.I. scripts per annum; rent and rates £116; sublet £118; an early sale is desired and the widow will accept a reasonable offer.

8.—**PADDINGTON**.—Middle-class Business in main road; returns about £2,200 per annum; N.H.I. produces £500 per annum; good living accommodation; rent £150; lease 15 years; price to be arranged; gross profit above the average.

9.—**SURREY**.—Good Middle-class Business for immediate disposal; established 70 years; returns last year £1,610; the concern is neglected and offers scope for increase under the right management; living accommodation and garden; price £1,150 or offer.

10.—**EDMONTON (NEAR)**.—Medium and Working-class Business; returns average £25 weekly; qualified manager employed; rent £120; sublet £96; 14 years' lease; price £650; living accommodation.

11.—**WESTERN SUBURB**.—Family Retail and Dispensing Business in good position on main road; returns last year £1,730 under management; scope for increase; large double-fronted corner shop; rent £80; stock worth £450; valuation terms entertained; Vendor retiring.

12.—**BRENTFORD (NEAR)**.—Drug Store with Kodak Agency; established many years; returns at present about £25 weekly; gross profit 40 per cent. and net 30 per cent.; living accommodation; rent £100; 13 years' lease; price to be agreed.

13.—**LEEDS**.—For Immediate Disposal.—Working-class Business with scope for Optics; established 40 years; returns average £18 per week cash and £9 per week N.H.I.; rent 16s. weekly; price £500, £300 down and balance by instalments.

14.—**SOUTH COAST**.—High-class Dispensing Business; very old-established; net profit about £650 per annum; double-fronted shop in prominent position; living accommodation; held on lease; early sale desired; terms to be arranged.

15.—**EAST COAST**.—Light Retail Business for sale owing to ill-health; returns last year £1,336; net profit about £330; living accommodation; rent £66; new lease will be granted; price £800; scope for increase.

16.—**WEST COUNTRY**.—High-class Dispensing Business; established 1831; returns average £1,610; accountants' figures; good house in charming locality; held on lease; rent £105; price £1,350; property may be purchased if desired.

17.—**DERBYS**.—Good Medium-class Business with Optical connection; returns average £40 per week; net profit £550; good position in centre of town; new lease will be granted or premises may be purchased; price about £1,500.

18.—**KENT (COAST)**.—Very Good-class Family Retail Business; returns £1,674; net profit £397; rent £100; sublet £104; stock and fixtures worth £1,150; owing to exceptional reasons the Vendor is willing to accept £1,150 all at.

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**BURGOYNE, BURBIDGES & CO., LTD.**, of East Ham, E.6, have Vacancy for First-class Representative with connection Surrey, North Hants and Isle of Wight; some Pharmaceutical Training essential; interview by appointment only.

**EXPERIENCED** Representative required by progressive Manufacturers for London, N., N.W. and S.W. postal districts, to call upon Chemists and Stores; limited connection to hand over; full particulars of past experience, age, if any connection on territory named and whether car available. 237/524, Office of this Paper.

**LEADING** London Drug House requires additional Representative for Warwickshire; knowledge of Pharmacy and travelling experience in this area essential; position offers plenty of scope to energetic man; interview in Birmingham. Full particulars in first instance to 237/525, Office of this Paper.

**QUALIFIED Bacteriologist**, experience Bacteriophage, required for commercial organisation; state age, qualifications, salary required and detail practical experience. Reply 618/7, Office of this Paper.

**REPRESENTATIVE** (not over 40) required by old-established firm of Oil Merchants, Drysalters, for the Birmingham area; applicants must have a sound connection amongst Chemists, Ironmongers and allied trades; state age, experience, qualifications, salary required, if own car. 616/23, Office of this Paper.

**REPRESENTATIVE** required by Wholesale Manufacturing Firm; calling on Doctors, Welfare, Chemists, &c.; own car or car provided; young, energetic and must be well recommended; married preferred. Applications, stating age, experience, salary required, to 237/511, Office of this Paper.

**REPRESENTATIVES**, all areas, on a 20 per cent. commission basis, to introduce new line original pack Cachous, retailing 3d., on bonus terms; full details area covered and lines carried first letter. British Lion Co., Larch Road, Balham, London, S.W.12.

**REPRESENTATIVES** for London and Home Counties required, with proved connection, calling upon Chemists, Hairdressers and leading Stores; to carry as an extra line new Shaving Cream; commission basis. Write, stating area covered, Box S.199, Marshalls, 21 Elgin Avenue, London, W.9.

**REPRESENTATIVES**, with good present connections with Chemists, Hairdressers and Stores in England, Scotland and Wales, wanted to sell well-advertised Proprietary Beauty Products; good commission offered, which, after month's trial, will be increased to salary and commission. Reply fully, with ground covered and particulars of other lines, if any, in confidence to 237/516, Office of this Paper.

**SEVERAL** Territories vacant for smart Salesman, on a 25 per cent. commission basis; exclusive Chemist's line; good repeater; state age, experience, lines carried and territory; references required. 237/518, Office of this Paper.

**TRAVELLERS** required for London, South Coast, East Coast, Northern Provinces and Scotland for well-known Continental Rubber Works; excellent opportunity for those with established connection; could be handled with other agencies; good commission only. Apply 237/512, Office of this Paper.

**THE** Manufacturers of a High-class Shampoo Powder, with a keen quick-selling price, require Representatives in Great Britain and Ireland with connection among Chemists, Hairdressers and Wholesalers, on commission basis. 615/13, Office of this Paper.

**UNQUALIFIED**, single (25), with Retail and Manufacturing experience, required by London Toilet Manufacturers; must be disengaged and resident in London; excellent prospects for man with initiative and smart appearance; state full particulars of past experience and salary required. 237/513, Office of this Paper.

**WANTED** for different parts of England, Scotland and Wales, where not already covered, to sell on commission Sunax Pastilles Registered line with outstanding free gift offer; also all Suneweets products; car essential; state ground covered. Suneweets, Ltd., Peterborough.

**WELL-KNOWN** Lancashire Firm of Manufacturing Chemists and Druggists requires a smart and energetic Representative to take over a 47-year-old connection (chiefly South Wales) on a salary and commission basis. Reply, giving full particulars of experience, age, &c., to "Quality," 237/515, Office of this Paper.

## SITUATIONS WANTED.

### RETAIL (HOME).

2s. for 18 words or less; 6d. for every additional 10 words or less, prepaid. (Box No., 1s. extra.)

**A.A.A.A.A.A.**—**QUALIFIED** (28) seeks post as Manager of shop with small company or Representative; experience North, Midlands and London; 2 years General Manufacturing (Wholesale); at present Manager; experienced Surgical; single. 616/38, Office of this Paper.

**A.A.A.A.**—**M.P.S.** (29); Manager or Assistant; 10 years' excellent experience; London or near. "Chemist," 37 St. Marks Road, Dalston, E.8. 'Phone: Clissold 7191.

**A.A.A.**—**LONDON CALLING**. Qualified (36) desires post as Manager, Senior or Locum; married; energetic; excellent experience and references; present post 10 years; proprietor retiring. 617/37, Office of this Paper.

**A.A.A.**—**QUALIFIED**. Male (23), experienced Dispensing, Counter, Window-dressing, good Stock-keeper, desires position anywhere, any capacity; excellent references. M.P.S., 22 Beechgrove Road, Newcastle-on-Tyne.

**A.A.A.**—**UNQUALIFIED** (35), tall; experienced Dispensing, Counter, Photographics; competent, reliable; abstainer; disengaged. Ross, 36 Warwick Road, S.W.5.



**A.A.**—EXPERIENCED Assistant; Speciality, Counter, Prescribing and Photography; tall, industrious; good record and references; unregistered. MacLellan, Wotton-under-Edge, Glos.

**A** CAPABLE and Progressive Pharmacist, long and first-class Hospital and Retail experience, including Manufacturing and Analytical, desires position; conscientious; disengaged; locum or permanency. 236/433, Office of this Paper.

**A** QUALIFIED Manager, disengaged, 20 years' experience, requires position as Branch Manager, London or suburbs. Davies, 109 Alexandra Drive, Surbiton, Surrey.

**A** QUALIFIED Manager; 14 years' varied experience; professional Displayman; own showcards; accustomed brisk business. 616/19, Office of this Paper.

**A** YOUNG Lady (24) requires post; 6 years' Counter and Toilet experience; no Dispensing; East London district preferred. Miss D., 65 Tavistock Gardens, Ilford.

**A** S Locum, Manager or Assistant, "not registered"; over 30 years' London experience; whole or part time; Counter, Book-keeper, Dispensing and worker; London only. "Prescriber," 130 Scott-Ellis Gardens, N.W.8.

**A** S MANAGER or Locum (42); keen, conscientious; Store methods; seaside and town experience. Chemist, Birmingham House, 21 Adelaide Street, Blackpool.

**A** S SUPERINTENDENT or other light duties; temporary or permanent; Qualified (46); smart appearance; conscientious; London or near; small salary. Box 41, Smiths, Queen's Parade, Muswell Hill, N.10.

**A** SSISTANT, Junior (20); keen, energetic; creative Window-dresser; experienced Dispensing, Counter and Photographic apprenticeship finished; free; gentlemanly. Robert Lee, 51 Ethnrovi Road, Bexleyheath, Kent, or Phone Bexleyheath 181.

**A** SSISTANT, Unqualified (20); good Dispenser, Window-dresser, Salesman; accept anywhere, but North London preferred. Pemberton, 70 Radnor Road, Harrow.

**A** SSISTANT, Unqualified (27); tall; well experienced; excellent Window-dresser and Salesman, reliable Dispenser; well recommended. H. C., 45 Adolphus Road, Finsbury Park, N.4.

**A** SSISTANT (24), Part I; expert Dispenser; accustomed to high-class family business. Bishop, 12 Dawnay Road, S.W.18.

**A** SSISTANT (24), Qualified; 8½ years' retail experience; part-time would be considered. 90 St. Paul's Avenue, Kenton, Middlesex.

**A** SSISTANT (30), Unqualified; 16 years' experience Dispensing, Counter, Photography, Windows; well recommended. 26 Langer Road, Keusal Rise, N.W.10.

**A** SSISTANT; 25 years' experience Dispensing, Counter; accustomed to manage; single; active; unregistered. Statim, 10 Dorset Street, Birkby, Huddersfield.

**A** TTENTIVE, Unqualified Assistant (39); well experienced in all departments; undeniable references. Barnes, 21 Disraeli Road, Putney, S.W.15.

**B**IRMINGHAM OR 20-MILE RADIUS.—Qualified, height 6 feet, single; experienced Manager, skilled Photographer; age 27; highest credentials; interview if necessary. White, 15 Westfield Road, Acocks Green, Birmingham.

**C**APABLE and Energetic Assistant requires permanency; tactful and keen Salesman; Display, fair knowledge N.H.I. Dispensing; country and two years' town experience; very good references; Somerset or West Wilts preferred. 615/29, Office of this Paper.

**C**HEMIST, Scot (50), experienced, desires Management or Dispensing London or provinces; conscientious; reasonable salary. "Drug," 45 Northview Drive, Westcliff-on-Sea.

**E.** BRYCE CULLUM.—Experienced Locum (39), all branches; immediate bookings; seaside, town, anywhere; Unqualified; reasonable. 92 Ward End Road, Birmingham, 8.

**E**NERGETIC, smart Junior Assistant (age 23), Part I; London and Season experience; excellent references. Horne, 45 Park Road, W.4.

**J**UNIOR or Improver (aged 21); Matriculated; 4 years' apprenticeship; Dispensing, Packing, Window-dressing, Photography; London preferred. D. P. C. H., 183B King's Road, S.W.3.

**J**UNIOR (21; 5 ft. 10 ins.); Dispensing, Counter, Windows, Photographic, D. & P. Andrews, 48 Cecil Road, Ipswich.

**J**UNIOR (22); tall; used to high-class business; London or suburbs; excellent references. R., 6 Dagmar Road, South Norwood, S.E.25.

**L**ADY Dispenser (Qualified) seeks post in Chemist's shop; willing help with Counter work. Hicks, Mappowder, Sturminster Newton, Dorset.

**L**ADY (Hall) seeks post; excellent experience Dispensing, Photography, Counter, Surgical; references. Edwards, 37 Victoria Road, Port Talbot, Glam.

**L**ADY, Qualified, requires responsible post, London preferred; 12 years' West-End experience, including managerial; free one month. 617/20, Office of this Paper.

**L**ADY, Qualified "Square"; experienced Hospital, Retail, Wholesale Perfumery, N.H.I.; accurate Dispenser; desires permanency; London, West district only; excellent references; last Taylor's. Hughes, 6 William Street, W.8.

**L**ADY (24), Unqualified, desires permanency; North or Midlands preferred; 8½ years' experience; accurate Dispenser; accustomed to responsibility; disengaged. 617/23, Office of this Paper.

**L**OCUM, M.P.S., M.I.C.O., N.P.U. Diploma; sound experience all branches; tall and good address; good references. 616/21, Office of this Paper.

**L**OCUM or permanency (39); Unqualified; tall; wide experience; thoroughly dependable; abstainer; highly recommended. Sanders, 93 Bulstrode Road, Hounslow, Middlesex.

**L**OCUM.—Part II Student, requires Locum position for Easter Holidays. F. Higginbotham, University Union, Manchester.

**L**OCUM (38); Qualified, experienced; now open for engagements for season. Write for terms to Ridsdale, 200 Bexley Road, Northumberland Heath.

**M**ARCH 19 to 31.—Locum or temporary engagement; London district or Midlands; Qualified. "H.", 26 Alma Road, Carshalton, Surrey.

**M.P.S., J.C.Q.O.** (32); tall; locum or permanency; 9 years' experience London and district; excellent references; Manager; reliable, trustworthy. 612/14, Office of this Paper.

**P**HARMACIST, thoroughly experienced in Management and Buying, seeks position in similar capacity. "Pharmacist," 53 Victoria Road, Ruislip Manor, Middlesex.

**Q**UALIFIED, all branches of Pharmacy, high-class Toilets and Photography (ownership and managership); London, Provinces (Coast resorts); age 38 years; desires suitable position in London or Southern Counties. 237/519, Office of this Paper.

**Q**UALIFIED, Manager or Locum (36); all-round experience; disengaged. Gregory, 50 Grove Lane, Camberwell, S.E.5. Phone: Rodney 2719.

**Q**UALIFIED (27), disengaged, tall, good appearance, seeks post as Assistant or Manager, preferably with view to succession; undeniable references; 6 years' London experience; last post City, 3 years; experienced all branches. Alfred Harries, 75 Gayville Road, Wandsworth Common, S.W.11.

**R**ELIEF, Assistant or part-time; Unqualified; experienced; reliable; good references; disengaged. "Metal," 75 Portway, West Ham.

**S**COTSMAN (age 30), M.P.S., desires situation Scotland; experienced; excellent references; 8½ years Manager London. Chemist, 27 Cornford Grove, Balham, S.W.12.

**U**NQUALIFIED Dispenser (38); educated; good Salesman; accustomed high-class business; desires to assist Pharmacist; London or suburb; long reference. 616/15, Office of this Paper.

**U**NQUALIFIED, Male (32), tall, excellent Dispenser, Counter, Photographics, seeks position London area; 50s. Irwin, 51 Alexandra Road, S.W.19.

**Y**OUNG Man (23), Unqualified, 5½ years' experience Dispensing and Counter, desires temporary post, 2-4 weeks, during April; good references; moderate salary. W. L. Ward, 15 Harold Avenue, Gillingham, Kent.

## WHOLESALE.

**A** FIRST-CLASS Representative requires position; own car; excellent references; London, Eastern, Southern Counties. J. H. M., 52 Mayfield Avenue, N.12.

**A**DVERTISER (27) desires position as Assistant Perfumer-Chemist; extensive knowledge of Toilets; capable of taking full control; energetic and reliable; moderate salary; go anywhere. 616/31, Office of this Paper.

**A**GENCIES wanted; covering South Yorkshire, Derby, Notts, Lincoln; commission and part expenses or commission only; M.P.S. 616/27, Office of this Paper.

## NAMES AND ADDRESSES.

When sending advertisements for any of the sections in this Supplement, advertisers—as a guarantee of good faith and not necessarily for publication—should always give their names and addresses. It sometimes occurs that this rule is not followed and delay and disappointment ensue. Strict attention to this detail will be appreciated.



**EASTERN COUNTIES.**—Well-known Representative desires new position; 10 years' Wholesale and Retail experience; own car; age 27. 618/22, Office of this Paper.

**FOR NORTHERN IRELAND.**—Ph.C., with Wholesale, Retail and Travelling experience, wishes to represent good House; own car; excellent references; agencies considered. 616/3, Office of this Paper.

**IS THERE** any Wholesale Firm willing to give Young Traveller a trial? connections with Doctors in London and Suburbs; 7 years in Drug Trade. P.C.B. 111/30, Office of this Paper.

**LONDON** Representative open to additional house; small salary and/or commission. M., 53 St. Barnabas Road, Woodford Green, Essex.

**M.P.S.**, LADY (26), wishes to hear of opening with Manufacturing Firm, representative of indoor work; good connections and references. 616/35, Office of this Paper.

**M.P.S.** (25), tall, capable, 8 years' Retail experience, desires position with Wholesale House; inside or as Representative. 616/10, Office of this Paper.

**NORTHERN** Ireland Chemist's Son, appearance, &c., open shortly to Represent good House; first-class connection with Doctors, Dentists, Wholesale and Retail Chemists. Apply 615/27, Office of this Paper.

**REPRESENTATIVE** with very sound connection Chemists and Stores London and Country wishes to join a reputable house. P.C.B. 111/31, Office of this Paper.

**REPRESENTATIVE** with excellent Sales Record; 12 years' experience with houses of highest repute; desirous of change; connection London and Midlands; thorough knowledge of everything appertaining to the Pharmaceutical Profession; young, keen and energetic. 617/9, Office of this Paper.

**REPRESENTATIVE**, well educated (age 27); thorough knowledge Pharmaceutical trade; 3 years' experience Retail trade; 7 years' travelling experience representing very well-known firms; excellent connection London and environs; seeks good situation; willing to live any part of England. S., 27 Cornford Grove, Balham, S.W.12.

**REPRESENTATIVE**, prize records, desires position with house of repute; also first-class Agencies considered; first-class references; also connection. 613/16, Office of this Paper.

## FOR SALE.

(Articles to the value of £5-£50.)

**D. & P. EQUIPMENT**, comprising Tanks, Printer, Enlarger, Trimmer, Drying Cupboard, Glazer and all accessories; practically unused; cost—£50; offers wanted. 237/521, Office of this Paper.

**NATIONAL** Cash Register, tape on side, shows total takings. Condition as new. Write R. Smith, 22 Brewery Road, Plumstead, S.E.18.

## MISCELLANEOUS.

**CHEMIST STOCK**, about £400; to clear £160. Holborn 3208.

**CHEMISTS' FITTINGS IN OAK OR MAHOGANY.**—8-ft., 10-ft., 12-ft. Drug Fittings; 8-ft., 10-ft., 12-ft. Wall Cases; 6-ft. Dispensing Screens, 6-ft., 8-ft., 10-ft. Glass-fronted Serving Counters; 4-ft., 2-ft. Nests of Counter Drawers; All-glass Counter, 4 ft. 6 in. long. Send for prices. Rough sketches free. **GEORGE COOK**, The Working Shopfitter, 27 Macclesfield Street, E.C.1. Phone: Clerk 5371.

**CHEMISTS' FITTINGS.**—We hold an immense stock of Drug Fittings, Dispensing Screens, Glass-fronted Counters, Perfumery Cases, Nests of Drawers, Wall Cases, Silent Salesmen, Upright and Flat Counter Cases, Plate Glass Counters, Cash Tills, Display Stands and Glass Shelves, &c., at competitive prices. **F. MAUND & E. BERG (SHOWCASES), LTD.**, Shop Fitters and Shop Front Builders, 175/9 Old Street, London, E.C.1.

**CLOSING DOWN MARCH 25.**—A Pharmacist starting business or making one up to date in appearance can buy at less than half cost:—380 York Glass Show Bottles, 150 Drawers handcut stoppers and knobs, 31 Blue Dome-topped Ointment Jars, 14 ditto Extract Jars; all labels glass, lined with gold; Fixtures Solid Spanish Mahogany by Maw; 6 Large Mirrors, splendid Dispensing Screen with Sponge Case, 5 Large Glass-front Cupboards, 3 Bent Glass Counter Cases, Glass-fitted Desk, Tower Case, Centre Glass Case, Enclosed Window; Shop 15 by 6 yards, fitted throughout. Roll Optical Testing case and Optical Goods. Fixtures £240, Bottles and Jars £50, Optics £35. Will sell separately; also take down and pay carriage on fixtures; everything in good condition. Hirst, Chemist, Boscombe.

## CLEAR OUT—your Old or Damaged Stock of Photo Goods.

Why keep them any longer? Turn them into CASH. I GIVE BEST PRICES for Old Films (damaged, fogged or expired dates); Packet Papers, Cards (any sizes), Old Photo Goods or Cameras, Bromide Papers, Plates (all sizes, all makes). Send any goods in the photo line. I buy all, good or bad. Cash per return. A good price for all Cameras. Send them along.

**S. E. HACKETT, 23 July Road, Liverpool**

**COMPLETE SET MAHOGANY SHOP FITTINGS.** Second-hand.—5-ft. Drug Counter; 5-ft. Disp. Screen; 7-ft. Wall Fitting with Nest Drawers, Mirror, &c.; 11-ft. Wall Shelving with Centre Mirror; Wall Cases; also 5 x 3 ft. Plate Glass Window Shelves and Metal Fittings; £75 complete; offers considered. 237/520, Office of this Paper.

**LIMITED COMPANIES REGISTERED.**—I have now been engaged in this work over 20 years, so you may rely that my experience in Chemist and other Companies (I take all trades) is hard to beat. Most reasonable and inclusive Fee. Advice free. **A. B. SLACK, 721 Princess Road, West Didsbury, Manchester.**

**MODERN SET OF MAHOGANY FITTINGS.**—10-ft. Drug Fitting, 8-ft. Glass-fronted Counter, 6-ft. "Ideal" Dispensing Screen, 5-ft. Wall Showcase, £65 complete. Call or write **PHILIP JOSEPH & SONS, LTD.**, 90/92 St. John Street, Clerkenwell, E.C.1. Telephone: Clerkenwell 2191. "Pharmacy Fitters for over a century."

**TO MILL AND TABLET MAKERS.**—For Sale, Pindar's Mass Mixing Machine (new) for power, size approximately 13 in. by 13 in. by 15 in. deep, complete on stand, striking gear, and all in perfect condition as recently received from makers; may be inspected London, W.; will accept very reasonable offer. **Foster-McClellan Co., 37-41 Mortimer Street, London, W.1.**

**CO—COMPLETE CHEMIST FITTINGS** at any price you wish to pay. We have erected in our showroom a Complete Chemist's Shop with Metal Shop Front, Window Backs, Correct Window Lighting Signs and Modern Interior Fittings. Apply for Lists. **D. MATTHEWS & SON, LTD.**, "The Liverpool Shop Fitters," 14 and 16 Manchester Street, Liverpool. Est. 1848.

## EXCHANGE COLUMN.

### WANTED.

**P**ESSARY and Suppository Moulds; state size and price. **Carter, Chemist, Oswestry.**

## THE SUPPLY OF SUPPLEMENTS

On receipt of addressed Post Office Wrappers (not more than six at a time) stamped 1d. the Chemist and Druggist Supplement will be forwarded without cost.

**LOOSE STAMPS WILL NOT BE ACCEPTED**

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